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Casual & FINE DINING

NATIONAL RESTAURANT ASSOCIATION

CASUAL AND FINE DINING

National Restaurant Association
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INTRODUCTION

The National Restaurant Association commissioned the Gallup Organization to survey adults to determine who goes to fine-dining versus casual restaurant types and which of the two are preferred by customers for specific occasions. Consumers' most recent dinner experiences at both restaurant types were explored. Additionally, the demographics of who patronizes casual and fine-dining establishments are presented.

The respondents were asked a series of questions about fine-dining restaurants and casual restaurants. A fine-dining restaurant was defined as follows:

> "... a fine-dining restaurant where the person's dinner check is $20.00 or more.... In addition to the $20.00 or above dinner check, in this type of restaurant the waiters or waitresses serve elaborate meals which you would not be likely to prepare at home. This formal type of restaurant requires a jacket and tie for male patrons usually serves alcoholic beverages, and accepts credit cards."

A casual restaurant was defined as follows:

> "... a casual tableservice restaurant where waiters and waitresses serve a wide variety of menu items in an informal, relaxed atmosphere. There is no dress code.

Depending on whether a customer orders a full meal, a sandwich or salad, per-person check ranges from $8.00 and up for dinner. This restaurant usually serves alcoholic beverages and accepts credit cards."

The objectives of the survey were to determine:

* the frequency of eating out at fine-dining and casual restaurants;
* on which occasions fine-dining restaurants and casual tableservice restaurants are used;
* a rating of the eating experience at fine-dining and casual restaurants;
* which of the two restaurant types is the preferred eating place.

Interviews were conducted with a random sample of 1,000 adults during the period of September 26 through October 1, 1989 by the Gallup Organization.

SUMMARY OF RESULTS

In general, casual restaurants were more popular than fine-dining establishments. Patrons reported they preferred eating at a casual restaurant and, consequently, dined there more often.

Half of those surveyed said they preferred eating at a casual establishment. In contrast, only 18 percent favored fine-dining to casual dining, and 23 percent enjoyed both equally.

Seven out of 10 respondents reported eating at a casual restaurant once a month or more, including 29 percent that said they patronized a casual restaurant at least once a week. In comparison, one-quarter of the respondents reported eating at a fine-dining restaurant once or more each month, and only 4 percent said they patronized a fine-dining establishment at least once a week.

Survey results indicate that casual restaurants are popular for many types of occasions. Of the five occasions covered by the survey, casual restaurants were preferred over fine-dining establishments for eating out with the children, as a Saturday night treat with friends and as an alternative to cooking at home. Although consumers were equally as likely to dine in a casual or fine-dining restaurant for a business lunch, they showed a slight preference to eating in a fine-dining establishment for their birthday celebration dinner.

There was virtually no difference in the overall experience rating for casual and fine-dining restaurants: 83 percent of adults rated casual restaurants as excellent or good, and 86 percent gave that rating to fine-dining places. Casual dining restaurants received higher marks for value received for the dollar whereas fine-dining establishments were preferred in decor and service. There were no significant differences when it came to food quality.

FREQUENCY OF EATING AT A CASUAL TABLESERVICE OR FINE-DINING RESTAURANT

The Question: About how often do you usually eat out at a fine-dining or casual dining restaurant?

Adults visited casual restaurants more frequently than fine-dining restaurants. Although 25 percent of respondents ate at a fine-dining restaurant at least once a month, a much higher 70 percent of respondents reported doing so at a casual restaurant.

Casual

Seven out of 10 (70 percent) respondents reported they ate out at a casual tableservice restaurant once a month or more often, including a significant proportion who ate out at this type of restaurant at least once a week (29 percent). An additional 22 percent reported they ate out at a casual restaurant between once every few months and once a year. Six percent reported never eating out at a casual restaurant. Those with household incomes of $40,000 and above were more likely (86 percent) than others to patronize a casual restaurant at least once a month and those with an income of $20,000 or below were less likely (56 percent).

Fine-Dining

One in four (25 percent) of the respondents reported they ate out at a fine-dining restaurant once a month or more often, including

a small proportion (4 percent) who ate out at this type of restaurant at least once a week. Two in five (44 percent) ate out at a fine-dining restaurant between once every few months and once a year. One adult in five (20 percent) reported never eating out at this type of restaurant. Those with incomes of $40,000 and above are more likely (43 percent) than others to dine out at this type of restaurant at least once a month.

FREQUENCY OF EATING AT A CASUAL OR FINE-DINING RESTAURANT

Frequency of Eating Out	Casual Restaurant	Fine-dining Restaurant
Once a week	29 %	4 %
Two or three times a month	24	9
About once a month	17	12
Once every few months	12	16
Once every six months	6	13
Once a year	4	15
Less often than once a year	2	11
Never	6	20
Don't know	*	*
Total	100 %	100 %

*Less than one-half of one percent.

DEMOGRAPHICS OF FREQUENT CASUAL OR FINE-DINING RESTAURANT PATRONS- HOUSEHOLD INCOME

	Percent of respondents eating in a restaurant at least once a month :			
	$40K +	$30K to $39.9K	$20K to $29.9K	under $20K
Casual Dining Restaurants	86 %	72 %	74 %	56 %
Fine-Dining Restaurants	43	13	22	19

DEMOGRAPHICS OF FREQUENT CASUAL OR FINE-DINING RESTAURANT PATRONS- GEOGRAPHIC REGION

	Percent of respondents eating in a restaurant at least once a month :			
	East	Midwest	South	West
Casual Dining Restaurants	70 %	69 %	65 %	76 %
Fine-Dining Restaurants	30	24	26	18

THE LIKELIHOOD OF EATING AT A CASUAL OR FINE-DINING RESTAURANT FOR VARIOUS OCCASIONS

All respondents who reported they ate at a fine-dining or casual restaurant at least once a year or more often were asked how likely they would be to eat at such restaurants on various occasions in the future.

The Question: How likely would you be to go to a fine-dining restaurant or casual restaurant on each of the following occasions: your birthday celebration dinner; a dinner out with spouse or friend instead of cooking at home; a Saturday night treat with friends; a business lunch; and dinner out with children?

Casual

Compared to fine-dining restaurants, casual restaurants were more likely to attract patrons planning dinner out instead of cooking at home, a Saturday night treat with friends and dinner with their children. For business lunches and birthday celebrations, casual restaurants scored as high or nearly as high as fine-dining restaurants in terms of likelihood of dining out.

Over half of adults reported that they were likely to dine at a casual restaurant for dinner out instead of cooking at home (57 percent) and nearly half reported they were likely to do so for

their birthday celebration dinner (48 percent). Two in five would go to a casual restaurant as a Saturday night treat with friends (43 percent) and for dinner out with their children (40 percent). One adult in four (26 percent) reported that they were likely to go to a casual restaurant for a business lunch.

Customers younger than 50-years-old were more likely to go to a casual restaurant for a dinner out with a spouse or friend instead of cooking at home and as a Saturday night treat. Adults 25 to 49-years-old were more likely than those under 25 or patrons over 50 to dine out in a casual restaurant with their children. Consumers between the ages of 25 and 49 reported a much higher likelihood of having dinner with their children in a casual restaurant than a fine-dining restaurant.

Fine-Dining

Adults were most likely to visit a fine-dining restaurant for their birthday celebration dinner (52 percent). Just over two adults in five (44 percent) reported they would go to a fine dining restaurant for a dinner out with a spouse or friend instead of cooking at home, while one in four (26 percent) considers this type of restaurant for a Saturday night treat with friends.

One-fourth (26 percent) of the adults reported they were likely to patronize a fine-dining restaurant for a business lunch.

Sixteen percent of adults would be likely to eat at this type of restaurant for dinner with their children. Patrons ages 35 and over were more likely to have dinner out with their children in a fine-dining establishment than those under 35.

In contrast to other occasions, adults younger than 25-years-old were more likely than those 25 and over to want to go to a fine-dining restaurant on their birthdays. Patrons between 25 and 44-years-old were equally likely to say they would go to a casual restaurant on their birthday as a fine-dining one.

COMPARISON OF EATING AT A CASUAL OR FINE-DINING RESTAURANT FOR VARIOUS OCCASIONS

Occasion	Casual Restaurant		Fine-Dining Restaurant	
	Likely or Somewhat Likely	Mean Score*	Likely or Somewhat Likely	Mean Score*
Your birthday celebration dinner	48 %	3.20	52 %	3.40
A dinner out with spouse or friend instead of cooking at home	57	3.63	44	3.21
A Saturday night treat with friends	43	3.14	26	2.55
A business lunch	26	2.37	26	2.35
Dinner out with children	40	2.87	16	1.92

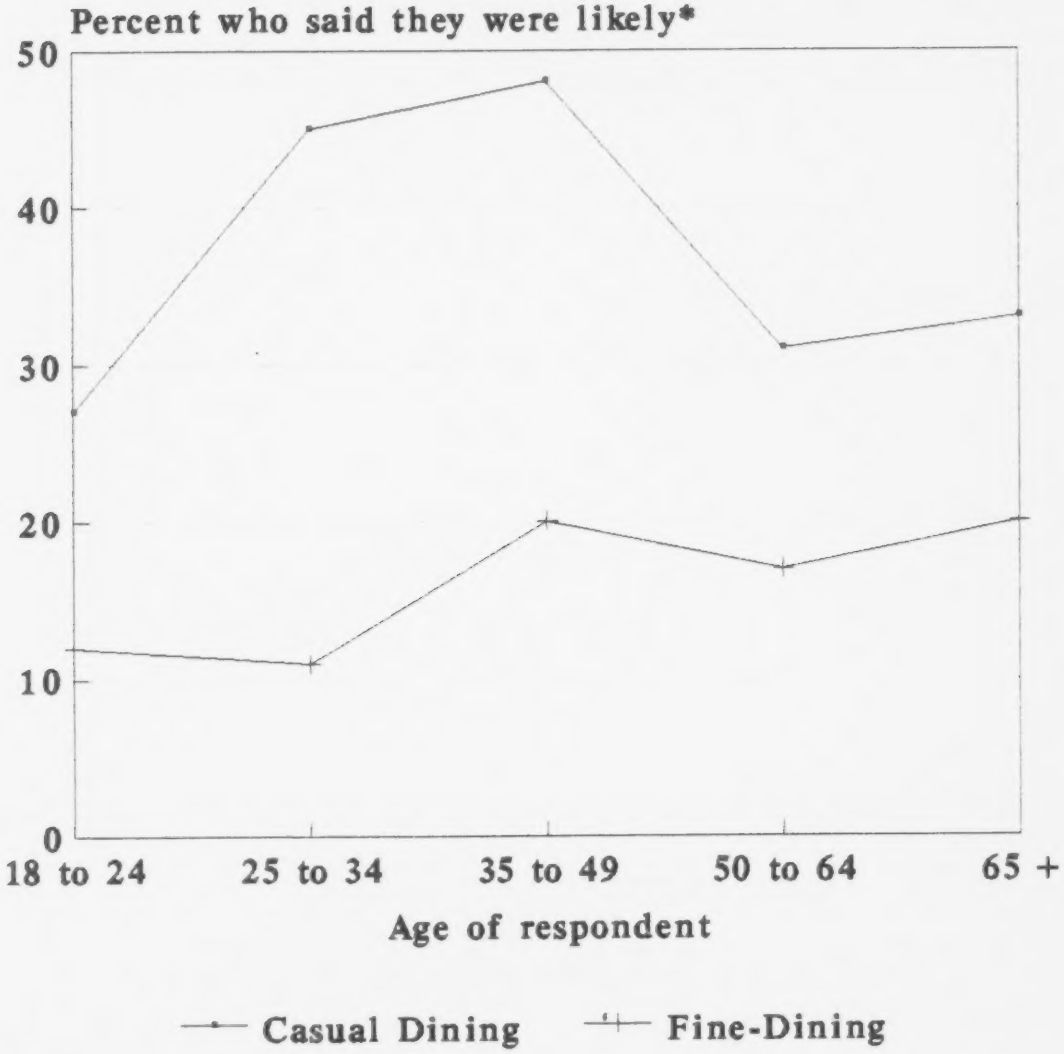
* Scale is from one to five where "1" means they are not very likely and "5" means they are very likely.

COMPARISON OF EATING AT A CASUAL OR FINE DINING-RESTAURANT FOR DINNER OUT WITH CHILDREN

Age of respondent	Percent who said they would be likely or somewhat likely to have dinner out with children in a: Casual Restaurant	Fine-Dining Restaurant
18 to 24	27 %	12 %
25 to 34	45	11
35 to 49	48	20
50 to 64	31	17
65 and over	33	20

Dinner Out With Children

Percent that are likely* to have dinner out with children:



*** somewhat (4) or very (5) likely on a scale from one to five.**

RATING OF MOST RECENT DINNER EXPERIENCE

The Question: Rate your most recent dinner experience at a fine-dining or casual restaurant in terms of excellent, good, fair, or poor for the attributes of food quality; service; value received for the price; decor or atmosphere; and overall experience.

A comparison of the ratings given by patrons of the two restaurant types reveals casual dining patrons were more likely than fine-dining restaurant patrons to give an excellent or good rating to value received for the price whereas more respondents perceived fine-dining restaurants as having excellent or good decor or atmosphere and service. There were no significant differences in the perception of food quality and overall experience.

Casual

Casual restaurants had an advantage when it came to value for the price. More than eight out of 10 respondents said that the value received on their last casual restaurant visit was good or excellent compared to 73 percent who said the same about their last fine-dining experience. Only among consumers aged 50 to 64-years-old did fine-dining establishments score as high as casual restaurants in value for the dollar.

The majority of consumers reported food quality (85 percent) in

casual restaurants as good or excellent as well as the overall experience (83 percent) and service (79 percent). Decor was rated as good or excellent by 72 percent of respondents, comparatively lower than those rating high marks for decor in fine-dining establishments.

Fine-Dining

Patrons of fine-dining restaurants rated their most recent dinner experience as good or excellent in terms of food quality (88 percent), service (87 percent), and decor or atmosphere (85 percent). Over eight in 10 patrons (86 percent) rated the overall experience as good or excellent. However, value for the price was perceived as below that of casual dining as only 73 percent of respondents reported the value received for price as good or excellent.

RATING OF MOST RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT

	Percent who gave the following scores:					
	Excellent	Good	Fair	Poor	Don't Know	Mean** Score
Food quality	29 %	56 %	13 %	2 %	*	3.12
Value received for price	27	53	17	2	1	3.07
Service	24	55	18	3	*	3.00
Overall experience	19	64	16	1	*	3.01
Decor or atmosphere	18	55	24	3	*	2.87

* Less than one-half of one percent.

** Scale is from one to four where "1" indicates a rating of poor and "4" means excellent.

RATING OF MOST RECENT DINNER EXPERIENCE AT A FINE-DINING RESTAURANT

	Percent who gave the following scores:					
	Excellent	Good	Fair	Poor	Don't Know	Mean** Score
Food quality	44 %	44 %	10 %	2 %	*	3.29
Service	42	45	11	2	*	3.27
Decor or atmosphere	38	47	13	1	1	3.23
Overall experience	32	54	12	1	1	3.18
Value received for price	28	45	21	5	1	2.97

* Less than one-half of one percent.

** Scale is from one to four where "1" indicates a rating of poor and "4" means excellent.

COMPARISON OF CASUAL RESTAURANT WITH FINE-DINING RESTAURANT

The Question: Do you enjoy going out to dinner at a casual restaurant more, less, or about the same as going to a fine-dining restaurant?

In general, adults reported a preference for eating dinner at a casual restaurant rather than a fine-dining establishment. Half of the adults (50 percent) reported they preferred going out to dinner at a casual restaurant more than to a fine-dining restaurant. In contrast, one adult in five (18 percent) reported preferring eating dinner at a fine-dining restaurant. One in four adults (23 percent) reported enjoying both experiences equally.

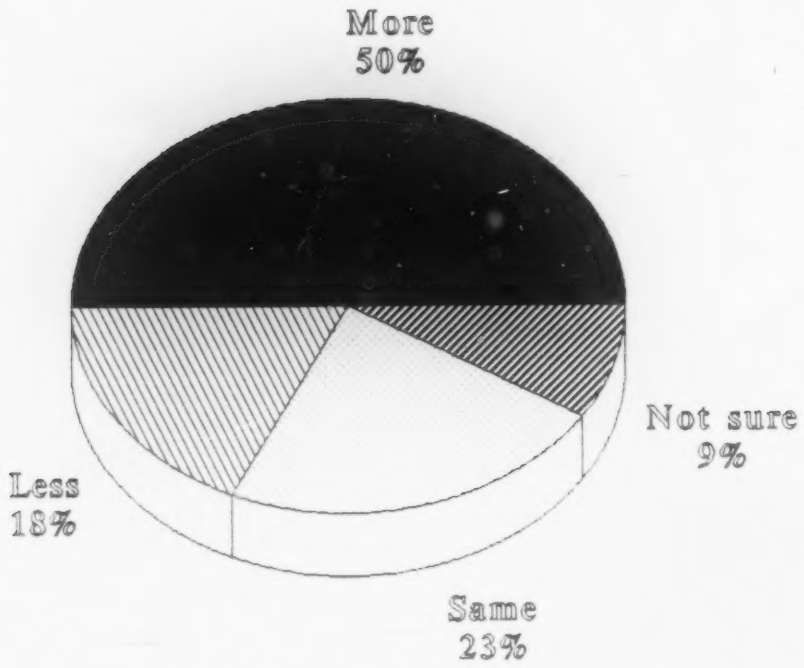
Men were more likely (55 percent) than women (45 percent) to say they enjoy going out to dinner at a casual restaurant instead of a fine-dining one. However, women (26 percent) were somewhat more likely than men (21 percent) to say they enjoy both types of restaurants equally as much.

PERCENT OF RESPONDENTS THAT PREFERRED DINNER AT A CASUAL RESTAURANT OVER A FINE-DINING RESTAURANT

Preference For Casual Over Fine-Dining	Respondents
More	50 %
Less	18
About the same	23
Rarely/never eat out at either type	7
Don't know	2
Total	100 %

Preference for Casual to Fine-Dining

Percentage of respondents that prefer casual to fine-dining restaurants:



DETAILED TABLES

THE GALLUP ORGANIZATION, INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.2 ABOUT HOW OFTEN DO YOU USALLY EAT OUT AT A FINE DINING TABLESERVICE RESTAURANT
BASED ON TOTAL RESPONDENTS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	612	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING AT A FINE DINING TABLESERVICE RESTAURANT																
ONCE A WEEK	63	31	32	54	9	14	7	13	14	13	38	24	9	26	23	6
	3.9	4.0	3.8	3.9	4.4	5.9	1.7	3.1	4.4	5.4	3.9	4.0	3.2	5.0	3.8	2.5
TWO OR THREE TIMES A MONTH	144	76	68	129	15	27	36	36	29	14	64	80	39	40	42	24
	9.0	9.8	8.2	9.3	7.3	11.5	9.6	8.7	9.4	6.0	6.4	13.2	14.7	7.7	6.9	10.9
ABOUT ONCE A MONTH	194	104	90	161	30	41	46	49	43	10	124	69	24	71	62	37
	12.1	13.5	10.8	11.7	14.4	17.6	12.0	11.7	13.8	4.2	12.4	11.3	8.8	13.8	10.2	17.0
ONCE EVERY FEW MONTHS	252	116	136	211	36	43	82	66	36	26	139	113	38	94	80	40
	15.7	15.0	16.3	15.2	16.9	18.4	21.4	15.8	11.4	10.7	14.0	18.4	14.3	18.2	13.3	18.1
ONCE EVERY SIX MONTHS	216	122	95	184	28	34	45	85	34	18	126	90	30	63	100	24
	13.5	15.7	11.4	13.3	13.1	14.4	11.8	20.3	10.8	7.5	12.7	14.8	11.3	12.2	16.5	10.7
ONCE A YEAR	239	126	113	212	27	28	61	60	56	30	177	61	23	89	92	35
	14.9	16.3	13.6	15.3	12.6	11.9	16.0	14.3	17.9	12.6	17.8	10.1	8.6	17.2	15.2	15.9
LESS OFTEN THAN ONCE A YEAR	177	73	104	146	30	16	33	52	36	36	109	67	42	25	83	26
	11.0	9.4	12.5	10.6	14.3	6.6	8.7	12.4	11.4	15.0	11.0	11.0	15.8	4.8	13.7	11.9
NEVER	320	123	197	284	35	32	70	56	65	94	213	106	62	109	121	28
	19.9	15.9	23.6	20.5	16.6	13.7	18.5	13.4	20.9	38.7	21.5	17.4	23.2	21.1	20.0	12.9
DON'T KNOW	2	2	-	1	1	-	1	1	-	-	2	-	-	-	2	-
	0.1	0.3	-	0.1	0.5	-	0.3	0.3	-	-	0.2	-	-	-	0.4	-

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.2 ABOUT HOW OFTEN DO YOU USALLY EAT OUT AT A FINE DINING TABLESERVICE RESTAURANT
BASED ON TOTAL RESPONDENTS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213	494	197	236	56
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376	800	294	374	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING AT A FINE DINING TABLESERVICE RESTAURANT															
ONCE A WEEK	63	34	24	5	32	5	8	9	15	5	11	12	28	20	-
	3.9	5.1	3.7	1.7	8.4	2.5	2.8	1.9	4.5	4.6	2.9	1.5	9.7	5.5	-
TWO OR THREE TIMES A MONTH	144	73	46	25	58	12	20	36	37	11	21	48	62	32	-
	9.0	10.9	7.1	8.9	15.2	5.5	6.8	7.6	11.1	9.1	5.5	6.0	21.2	8.6	-
ABOUT ONCE A MONTH	194	94	69	29	72	11	37	45	36	18	36	83	55	55	-
	12.1	14.1	10.7	10.4	19.0	5.3	12.3	9.5	10.7	15.4	9.5	10.4	18.8	14.7	-
ONCE EVERY FEW MONTHS	252	144	84	24	63	49	49	55	63	15	56	100	70	70	1
	15.7	21.5	13.0	8.4	16.5	23.3	16.4	11.8	18.7	13.0	14.8	12.5	24.0	18.8	1.3
ONCE EVERY SIX MONTHS	216	114	80	23	47	34	46	64	47	17	30	108	23	76	8
	13.5	17.0	12.2	8.2	12.4	15.9	15.6	13.6	14.1	14.9	8.0	13.5	8.0	20.4	7.8
ONCE A YEAR	239	83	137	17	34	50	49	64	37	25	50	142	32	61	-
	14.9	12.4	21.0	6.0	8.9	23.7	16.6	13.6	11.0	21.3	13.4	17.7	10.9	16.4	-
LESS OFTEN THAN ONCE A YEAR	177	56	81	40	24	30	32	61	28	14	60	114	8	33	17
	11.0	8.4	12.4	14.2	6.4	14.0	10.6	13.0	8.3	12.3	16.0	14.3	2.6	8.8	16.2
NEVER	320	70	128	119	50	21	56	136	72	11	112	193	13	25	79
	19.9	10.5	19.7	42.1	13.0	9.9	18.8	28.9	21.6	9.4	29.8	24.1	4.4	6.7	74.7
DON'T KNOW	2	1	1	-	1	-	-	1	-	-	-	1	1	-	-
	0.1	0.2	0.2	-	0.3	-	-	0.2	-	-	-	0.1	0.4	-	-

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.2 ABOUT HOW OFTEN DO YOU USALLY EAT OUT AT A FINE DINING TABLESERVICE RESTAURANT
BASED ON TOTAL RESPONDENTS

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING AT A FINE DINING TABLESERVICE RESTAURANT													
ONCE A WEEK	63	18	2	17	15	9	6	27	20	7	3	-	3
	3.9	4.5	1.6	5.4	3.7	3.6	3.9	5.6	6.4	4.1	0.9	-	1.3
TWO OR THREE TIMES A MONTH	144	46	16	30	40	29	11	34	24	10	24	2	22
	9.0	11.2	16.7	9.6	10.1	11.6	7.7	7.1	7.5	6.3	7.6	2.3	9.9
ABOUT ONCE A MONTH	194	60	18	42	38	31	8	64	47	17	31	9	22
	12.1	14.7	18.9	13.3	9.7	12.3	5.2	13.4	14.9	10.5	9.8	9.2	10.1
ONCE EVERY FEW MONTHS	252	80	18	62	57	39	19	63	41	22	51	16	35
	15.7	19.5	18.3	19.9	14.4	15.3	12.8	13.2	13.0	13.8	16.1	17.0	15.7
ONCE EVERY SIX MONTHS	216	53	15	38	53	23	30	62	43	19	46	18	28
	13.5	13.0	15.7	12.2	13.3	8.9	20.8	13.0	13.7	11.5	14.5	18.5	12.7
ONCE A YEAR	239	61	6	54	64	31	33	68	47	22	45	10	36
	14.9	14.8	6.6	17.3	16.1	12.4	22.6	14.3	14.8	13.3	14.3	9.9	16.2
LESS OFTEN THAN ONCE A YEAR	177	32	9	24	42	29	13	66	38	29	35	13	22
	11.0	7.9	8.9	7.5	10.7	11.7	9.0	13.9	12.0	17.6	11.1	13.8	9.9
NEVER	320	58	13	45	86	60	26	93	56	37	82	28	54
	19.9	14.1	13.3	14.4	21.7	23.8	18.0	19.5	17.8	23.0	25.8	29.3	24.3
DON'T KNOW	2	1	-	1	1	1	-	-	-	-	-	-	-
	0.1	0.2	-	0.3	0.3	0.5	-	-	-	-	-	-	-

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** YOUR BIRTHDAY CELEBRATION DINNER **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	428	148	281	345	80	78	105	121	83	37	250	177	70	150	153	55
	38.6	25.7	52.6	36.3	55.4	41.7	37.9	39.1	39.3	33.1	37.4	40.4	43.2	39.3	38.4	33.3
4	149	87	62	131	15	34	43	43	19	8	83	66	19	55	47	28
	13.4	15.1	11.7	13.8	10.6	18.5	15.7	13.8	8.8	6.9	12.4	15.1	11.7	14.3	11.9	17.0
3	182	117	66	167	15	38	35	52	27	25	97	85	18	58	75	31
	16.4	20.3	12.3	17.6	10.6	20.6	12.8	16.9	13.0	22.2	14.5	19.5	11.1	15.1	18.9	19.0
2	115	76	40	106	8	22	35	28	15	13	65	50	22	31	46	16
	10.4	13.1	7.4	11.1	5.8	11.6	12.7	9.1	7.3	12.0	9.7	11.4	13.8	8.1	11.6	9.6
NOT AT ALL LIKELY (1)	227	143	83	197	24	13	58	64	65	26	168	59	33	84	76	34
	20.4	24.9	15.6	20.8	16.8	7.0	20.9	20.7	31.0	23.6	25.1	13.4	20.3	21.9	19.1	20.4
DON'T KNOW	7	5	2	5	1	1	-	1	1	3	6	1	-	5	1	1
	0.6	0.8	0.4	0.5	0.8	0.6	-	0.3	0.5	2.3	0.9	0.2	-	1.3	0.3	0.7
MEAN	3.40	3.04	3.79	3.34	3.83	3.77	3.37	3.42	3.18	3.14	3.28	3.58	3.44	3.42	3.39	3.33

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** YOUR BIRTHDAY CELEBRATION DINNER **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	428	209	171	47	134	48	82	99	117	55	107	149	141	135	-
	38.6	38.6	38.8	38.3	43.9	29.8	39.3	36.2	49.7	59.6	52.7	30.3	52.0	42.7	-
4	149	93	45	9	36	24	28	37	28	8	25	56	50	44	-
	13.4	17.2	10.2	7.3	11.8	14.7	13.4	13.7	11.9	8.6	12.4	11.4	18.3	13.8	-
3	182	85	77	20	38	31	41	39	26	20	20	84	37	55	3
	16.4	15.7	17.6	16.1	12.5	19.5	19.6	14.4	10.9	21.4	10.0	17.1	13.7	17.4	30.1
2	115	59	30	25	23	17	18	39	22	5	12	67	18	25	4
	10.4	10.9	6.9	20.7	7.7	10.2	8.8	14.4	9.6	5.4	5.9	13.6	6.5	8.0	41.5
NOT AT ALL LIKELY (1)	227	92	114	21	70	42	39	58	41	3	39	131	25	56	3
	20.4	16.9	26.0	16.7	23.0	25.8	18.5	21.4	17.4	3.8	19.0	26.6	9.2	17.8	28.4
DON'T KNOW	7	3	3	1	4	-	1	-	1	1	-	5	1	1	-
	0.6	0.6	0.6	0.9	1.2	-	0.5	-	0.4	1.3	-	1.0	0.4	0.4	-
MEAN	3.40	3.50	3.29	3.30	3.46	3.12	3.46	3.29	3.67	4.16	3.74	3.05	3.98	3.56	2.02

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** YOUR BIRTHDAY CELEBRATION DINNER **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	428	136	27	109	102	67	34	126	95	32	64	23	42
	38.6	42.8	35.9	44.9	37.9	41.8	32.1	39.6	42.7	32.6	31.9	41.1	28.4
4	149	39	17	22	34	19	15	40	21	19	36	8	28
	13.4	12.3	22.4	9.2	12.7	11.5	14.5	12.6	9.7	19.3	17.7	14.8	18.8
3	182	64	16	47	41	25	16	49	39	10	29	7	22
	16.4	20.0	22.0	19.4	15.4	15.5	15.1	15.3	17.6	10.0	14.3	12.7	14.9
2	115	19	6	13	32	21	12	35	21	15	28	6	22
	10.4	5.9	7.4	5.4	12.1	12.8	10.9	11.1	9.3	15.3	14.1	11.0	15.3
NOT AT ALL LIKELY (1)	227	58	8	50	58	28	29	65	42	22	44	11	33
	20.4	18.2	10.6	20.6	21.5	17.5	27.4	20.3	19.1	22.8	22.0	20.4	22.6
DON'T KNOW	7	2	1	1	1	1	-	4	4	-	-	-	-
	0.6	0.7	1.6	0.4	0.4	0.7	-	1.1	1.6	-	-	-	-
MEAN	3.40	3.56	3.67	3.53	3.34	3.48	3.13	3.41	3.48	3.24	3.23	3.45	3.15

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A DINNER OUT WITH SPOUSE OR FRIEND INSTEAD OF COOKING AT HOME **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	326	153	174	265	57	44	88	91	62	35	218	108	46	97	124	60
	29.4	26.5	32.5	27.9	39.6	23.8	31.9	29.6	29.3	30.7	32.6	24.6	28.4	25.3	31.1	36.1
4	162	97	65	143	17	30	31	47	36	14	90	71	22	53	59	28
	14.6	16.8	12.2	15.1	11.8	15.8	11.4	15.1	17.1	12.4	13.5	16.3	13.4	13.9	14.7	17.0
3	258	142	116	224	29	55	65	66	42	29	140	116	44	98	91	26
	23.3	24.6	21.8	23.5	19.7	29.2	23.4	21.4	20.1	25.5	21.0	26.5	26.9	25.6	22.7	15.5
2	138	72	66	127	9	20	32	47	25	12	78	60	22	50	46	21
	12.5	12.5	12.4	13.3	6.2	10.5	11.4	15.3	11.9	10.7	11.7	13.6	13.7	13.0	11.5	12.5
NOT AT ALL LIKELY (1)	223	111	112	192	31	36	60	57	45	23	140	83	29	85	80	29
	20.1	19.3	21.0	20.2	21.2	19.5	21.9	18.6	21.5	20.7	20.9	18.9	17.7	22.3	20.0	17.6
DON'T KNOW	2	1	1	-	2	2	-	-	-	-	2	-	-	-	-	2
	0.2	0.2	0.2	-	1.5	1.2	-	-	-	-	0.3	-	-	-	-	1.3
MEAN	3.21	3.19	3.23	3.17	3.43	3.14	3.20	3.22	3.21	3.22	3.25	3.14	3.21	3.07	3.25	3.42

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
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Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A DINNER OUT WITH SPOUSE OR FRIEND INSTEAD OF COOKING AT HOME **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	326	137	145	42	112	26	61	81	78	32	63	124	100	98	1
	29.4	25.2	32.9	34.4	36.6	16.2	29.2	29.8	33.0	34.9	30.9	25.3	36.9	31.1	11.0
4	162	79	65	17	34	34	36	43	32	9	24	67	48	42	2
	14.6	14.5	14.7	14.2	11.0	21.1	17.1	15.8	13.6	9.7	11.7	13.7	17.7	13.4	19.1
3	258	141	96	22	75	40	47	59	51	16	47	112	57	70	5
	23.3	25.9	21.7	17.6	24.6	24.5	22.3	21.8	21.8	17.5	23.0	22.7	21.0	22.3	55.6
2	138	88	34	16	34	24	26	36	26	12	28	65	28	42	1
	12.5	16.2	7.7	13.2	11.1	14.8	12.5	13.1	11.2	13.0	13.6	13.2	10.5	13.4	14.3
NOT AT ALL LIKELY (1)	223	98	100	24	50	38	40	53	48	23	41	122	38	61	-
	20.1	18.1	22.7	19.7	16.4	23.5	18.8	19.4	20.4	24.8	20.2	24.9	13.9	19.4	-
DON'T KNOW	2	-	1	1	1	-	-	-	-	-	1	1	-	1	-
	0.2	-	0.2	0.9	0.3	-	-	-	-	-	0.5	0.2	-	0.4	-
MEAN	3.21	3.12	3.27	3.31	3.40	2.92	3.25	3.23	3.28	3.17	3.20	3.01	3.53	3.23	3.27

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A DINNER OUT WITH SPOUSE OR FRIEND INSTEAD OF COOKING AT HOME **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	326	116	26	90	70	43	27	91	69	22	50	15	35
	29.4	36.3	34.3	36.9	26.0	26.7	25.0	28.5	30.9	23.0	24.9	27.1	24.1
4	162	43	10	33	51	33	18	43	31	12	24	11	13
	14.6	13.6	13.3	13.7	19.2	20.6	17.1	13.4	14.0	12.0	12.0	20.1	8.9
3	258	78	20	59	49	27	22	71	53	18	58	9	48
	23.3	24.6	26.2	24.1	18.3	16.6	20.9	22.2	23.8	18.6	28.6	17.3	32.8
2	138	32	7	25	32	18	14	37	24	14	36	7	29
	12.5	10.1	9.9	10.2	12.0	11.1	13.4	11.8	10.7	14.1	18.0	13.2	19.9
NOT AT ALL LIKELY (1)	223	47	11	36	66	40	25	77	46	31	33	12	21
	20.1	14.7	14.7	14.7	24.5	25.0	23.6	24.1	20.6	32.3	16.5	22.4	14.3
DON'T KNOW	2	2	1	1	-	-	-	-	-	-	-	-	-
	0.2	0.7	1.6	0.4	-	-	-	-	-	-	-	-	-
MEAN	3.21	3.47	3.43	3.48	3.10	3.13	3.06	3.10	3.24	2.79	3.11	3.16	3.09

THE GALLUP ORGANIZATION,INC.
GOB9252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A SATURDAY NIGHT TREAT WITH FRIENDS **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	195	93	102	164	30	29	44	55	42	22	137	58	15	55	89	35
	17.6	16.1	19.2	17.3	20.4	15.5	15.8	17.9	20.1	19.9	20.5	13.2	9.5	14.4	22.4	21.3
4	94	40	54	83	11	19	23	34	10	6	50	44	13	31	35	15
	8.5	7.0	10.2	8.8	7.6	9.9	8.2	10.9	4.8	5.7	7.5	10.0	7.7	8.2	8.9	9.1
3	236	139	97	199	35	46	66	58	54	10	124	110	49	73	83	32
	21.3	24.2	18.2	20.9	24.1	24.4	23.9	18.8	25.4	8.8	18.6	25.2	30.1	19.0	20.8	19.1
2	186	113	73	163	17	43	41	52	28	20	108	78	28	80	60	18
	16.8	19.6	13.7	17.1	11.9	23.1	14.9	17.0	13.2	18.0	16.1	17.7	17.0	20.9	15.0	11.2
NOT AT ALL LIKELY (1)	396	190	206	342	50	48	103	109	77	53	247	149	58	143	132	63
	35.7	33.0	38.6	35.9	34.5	25.8	37.2	35.4	36.5	47.6	36.9	33.9	35.7	37.4	33.0	38.0
DON'T KNOW	2	1	1	-	2	2	-	-	-	-	2	-	-	-	-	2
	0.2	0.2	0.2	-	1.5	1.2	-	-	-	-	0.3	-	-	-	-	1.3
MEAN	2.55	2.54	2.57	2.54	2.67	2.66	2.50	2.59	2.59	2.32	2.58	2.51	2.38	2.41	2.73	2.64

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A SATURDAY NIGHT TREAT WITH FRIENDS **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	195	76	83	36	77	17	26	44	56	18	28	62	65	56	2
	17.6	14.1	18.9	28.9	25.1	10.3	12.4	16.2	24.0	19.4	13.8	12.6	24.0	17.8	25.1
4	94	54	34	6	40	11	13	16	25	8	21	34	26	31	2
	8.5	10.0	7.7	4.7	13.1	7.1	6.3	5.8	10.6	8.6	10.5	7.0	9.5	9.9	19.1
3	236	121	96	18	55	43	53	67	50	13	34	103	62	61	5
	21.3	22.3	21.8	14.6	18.0	26.3	25.0	24.4	21.4	14.1	16.5	21.0	23.0	19.2	55.8
2	186	104	57	24	41	28	52	37	27	15	29	77	51	57	-
	16.8	19.2	12.9	19.3	13.4	17.5	24.9	13.6	11.4	16.3	14.4	15.6	18.6	18.1	-
NOT AT ALL LIKELY (1)	396	186	170	39	92	63	66	109	77	38	90	214	67	109	-
	35.7	34.3	38.5	31.7	30.1	38.8	31.4	39.9	32.6	41.6	44.2	43.6	24.8	34.6	-
DON'T KNOW	2	-	1	1	1	-	-	-	-	-	1	1	-	1	-
	0.2	-	0.2	0.9	0.3	-	-	-	-	-	0.5	0.2	-	0.4	-
MEAN	2.55	2.50	2.55	2.80	2.90	2.33	2.43	2.45	2.82	2.48	2.35	2.29	2.89	2.58	3.69

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A SATURDAY NIGHT TREAT WITH FRIENDS **

		REGION											
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	195	65	14	51	49	28	21	63	52	11	18	12	6
	17.6	20.3	18.7	20.8	18.4	17.3	19.9	19.7	23.3	11.5	9.0	21.4	4.3
4	94	25	6	19	25	13	12	27	20	7	17	2	15
	8.5	7.8	7.8	7.8	9.3	8.1	11.1	8.6	9.2	7.4	8.4	4.0	10.0
3	236	67	14	53	61	32	29	63	41	23	44	6	37
	21.3	21.2	19.0	21.9	22.9	20.1	27.2	19.9	18.3	23.7	21.6	11.1	25.5
2	186	52	16	36	44	28	16	44	29	15	43	20	23
	16.8	16.5	21.6	14.9	16.3	17.5	14.6	13.9	13.1	15.6	21.5	36.1	16.0
NOT AT ALL LIKELY (1)	396	107	23	83	89	60	29	121	80	41	80	15	65
	35.7	33.5	31.3	34.1	33.1	37.0	27.2	37.8	36.1	41.8	39.6	27.3	44.2
DON'T KNOW	2	2	1	1	-	-	-	-	-	-	-	-	-
	0.2	0.7	1.6	0.4	-	-	-	-	-	-	-	-	-
MEAN	2.55	2.65	2.60	2.66	2.63	2.51	2.82	2.59	2.71	2.31	2.26	2.56	2.14

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** DINNER OUT WITH CHILDREN **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	102	41	61	73	28	11	21	35	18	16	64	38	14	35	30	23
	9.2	7.2	11.5	7.7	19.3	5.7	7.6	11.5	8.5	14.5	9.6	8.8	8.8	9.2	7.5	13.9
4	74	41	32	58	16	11	10	26	19	7	41	32	13	16	33	11
	6.7	7.2	6.1	6.1	10.9	6.1	3.7	8.5	8.8	5.8	6.2	7.4	8.3	4.2	8.3	6.8
3	118	73	45	107	10	18	19	39	23	15	82	36	13	42	45	19
	10.6	12.7	8.5	11.3	6.6	9.8	6.8	12.8	10.8	12.9	12.3	8.1	7.8	10.9	11.2	11.4
2	139	75	64	123	15	13	36	40	31	18	88	51	18	41	64	16
	12.5	13.1	12.0	12.9	10.6	6.7	12.9	12.9	14.6	15.9	13.2	11.6	11.1	10.8	15.9	9.9
NOT AT ALL LIKELY (1)	662	340	322	579	74	128	188	167	121	54	387	273	99	244	224	95
	59.7	59.1	60.3	60.9	50.9	68.6	68.1	54.0	57.3	48.2	57.9	62.4	60.7	64.0	56.1	57.4
DON'T KNOW	14	4	9	11	2	6	3	1	-	3	6	8	5	4	4	1
	1.2	0.8	1.7	1.2	1.7	3.1	0.9	0.3	-	2.7	0.8	1.8	3.3	1.0	0.9	0.6
MEAN	1.92	1.89	1.95	1.86	2.36	1.70	1.69	2.10	1.97	2.20	1.95	1.87	1.90	1.83	1.94	2.10

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** DINNER OUT WITH CHILDREN **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	102	30	45	24	17	8	24	39	35	3	23	35	32	34	-
	9.2	5.6	10.3	19.7	5.4	5.1	11.2	14.5	14.7	2.9	11.3	7.1	11.9	10.8	-
4	74	24	33	17	12	10	18	22	13	7	13	37	16	19	2
	6.7	4.5	7.4	13.8	3.8	6.1	8.7	7.9	5.4	7.5	6.3	7.6	5.9	5.9	19.1
3	118	57	48	12	40	19	22	24	22	10	13	38	36	35	5
	10.6	10.6	10.9	10.1	13.1	11.9	10.4	8.9	9.5	10.9	6.3	7.6	13.3	11.2	52.5
2	139	80	48	11	43	19	25	32	26	7	31	57	34	43	-
	12.5	14.8	10.8	9.2	14.2	11.6	12.0	11.9	11.1	7.2	15.3	11.7	12.7	13.5	-
NOT AT ALL LIKELY (1)	662	343	264	55	191	105	116	151	134	66	120	314	152	184	3
	59.7	63.2	60.0	44.8	62.5	65.3	55.2	55.4	57.0	71.5	58.9	63.8	55.8	58.2	28.4
DON'T KNOW	14	7	2	3	3	-	5	4	5	-	4	11	1	1	-
	1.2	1.3	0.5	2.4	1.0	-	2.5	1.5	2.2	-	2.0	2.2	0.4	0.5	-
MEAN	1.92	1.73	1.97	2.53	1.74	1.74	2.06	2.13	2.08	1.63	1.93	1.80	2.05	1.97	2.62

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) <* DINNER OUT WITH CHILDREN **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	102	25	6	19	23	15	8	32	24	8	22	9	13
	9.2	7.8	8.2	7.6	8.6	9.4	7.4	10.1	11.0	8.0	11.0	16.2	9.1
4	74	19	3	17	30	20	9	15	13	3	9	4	5
	6.7	6.0	3.5	6.8	11.1	12.7	8.8	4.8	5.7	2.9	4.7	7.3	3.7
3	118	33	16	17	26	10	16	44	29	15	14	2	12
	10.6	10.4	21.9	6.9	9.8	6.2	15.1	13.9	12.9	15.9	7.2	4.1	8.4
2	139	48	14	34	21	14	7	47	30	16	23	4	19
	12.5	15.1	18.4	14.1	7.9	8.8	6.6	14.6	13.6	16.9	11.5	7.3	13.1
NOT AT ALL LIKELY (1)	662	189	36	153	166	100	66	174	121	53	130	36	94
	59.7	59.4	48.0	62.9	62.1	62.2	62.0	54.7	54.5	54.9	64.5	65.2	64.2
DON'T KNOW	14	4	-	4	1	1	-	6	5	1	2	-	2
	1.2	1.3	-	1.6	0.4	0.6	-	1.9	2.2	1.4	1.1	-	1.6
MEAN	1.92	1.86	2.06	1.80	1.96	1.98	1.93	1.99	2.03	1.90	1.85	2.02	1.79

THE GALLUP ORGANIZATION, INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A BUSINESS LUNCH **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	155	90	65	119	36	36	48	33	27	8	90	65	16	48	66	25
	14.0	15.7	12.2	12.5	24.9	19.2	17.3	10.8	12.9	7.5	13.5	14.9	9.9	12.6	16.4	15.3
4	134	69	65	112	22	48	38	29	15	1	61	73	28	46	38	23
	12.1	12.1	12.2	11.8	15.0	25.5	13.7	9.5	7.0	0.9	9.1	16.8	17.0	12.0	9.5	13.8
3	174	108	66	141	32	43	55	55	11	7	88	84	24	42	83	24
	15.7	18.8	12.3	14.8	21.7	22.8	20.0	17.9	5.2	6.2	13.1	19.2	14.9	11.1	20.8	14.6
2	118	78	40	105	13	14	32	48	10	14	64	54	21	42	39	16
	10.6	13.5	7.5	11.0	9.0	7.3	11.7	15.5	4.8	12.6	9.5	12.4	13.1	11.0	9.7	9.6
NOT AT ALL LIKELY (1)	519	225	294	466	41	46	103	141	147	77	363	156	72	202	169	76
	46.8	39.1	55.1	49.1	28.0	24.7	37.2	45.7	69.7	68.2	54.2	35.6	44.4	52.8	42.3	46.1
DON'T KNOW	9	5	4	7	2	1	-	2	1	5	4	5	1	2	5	1
	0.8	0.9	0.8	0.7	1.4	0.5	-	0.6	0.5	4.5	0.6	1.1	0.6	0.5	1.3	0.6
MEAN	2.35	2.51	2.18	2.27	3.00	3.07	2.62	2.24	1.88	1.61	2.18	2.62	2.34	2.20	2.47	2.42

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A BUSINESS LUNCH **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARE/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	155	80	54	21	64	18	24	28	47	1	17	47	60	44	1
	14.0	14.8	12.2	17.3	20.9	11.2	11.3	10.3	19.8	1.1	8.6	9.6	22.2	14.1	11.0
4	134	103	26	4	39	18	24	37	28	10	27	62	45	25	2
	12.1	19.0	5.8	3.6	12.9	11.0	11.2	13.7	11.9	10.9	13.2	12.6	16.6	8.0	19.1
3	174	109	62	3	54	28	43	31	31	20	15	79	32	58	-
	15.7	20.1	14.1	2.5	17.8	17.4	20.3	11.4	13.1	22.1	7.3	16.0	11.9	18.4	-
2	118	65	41	12	27	34	28	20	17	10	13	46	32	31	1
	10.6	12.0	9.3	9.6	8.9	20.9	13.6	7.3	7.4	10.4	6.5	9.4	11.7	9.9	14.1
NOT AT ALL LIKELY (1)	519	181	257	78	120	63	91	152	112	51	128	254	100	157	1
	46.8	33.3	58.4	63.8	39.2	38.9	43.1	55.8	47.5	55.5	63.0	51.7	37.0	49.7	14.3
DON'T KNOW	9	4	1	4	1	1	1	4	1	-	3	3	2	-	4
	0.8	0.7	0.2	3.3	0.3	0.6	0.5	1.5	0.4	-	1.5	0.6	0.7	-	41.5
MEAN	2.35	2.70	2.04	1.98	2.67	2.34	2.34	2.14	2.49	1.92	1.96	2.19	2.75	2.27	2.97

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.3 HOW WOULD YOU RATE YOUR LIKELIHOOD OF EATING AT A FINE DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** A BUSINESS LUNCH **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	155	51	7	43	33	20	13	42	34	8	30	2	27
	14.0	15.9	9.9	17.8	12.3	12.4	12.3	13.1	15.5	7.7	14.7	4.5	18.6
4	134	26	11	16	33	18	15	40	27	13	35	7	28
	12.1	8.2	14.2	6.4	12.3	11.2	14.0	12.6	12.4	13.0	17.4	12.7	19.2
3	174	48	5	43	40	30	10	57	38	19	26	10	17
	15.7	15.1	7.2	17.6	14.9	18.9	9.0	17.9	17.2	19.4	13.1	17.5	11.4
2	118	29	8	20	23	14	9	41	34	7	25	10	15
	10.6	9.0	10.9	8.4	8.7	8.7	8.7	12.9	15.3	7.6	12.4	18.7	10.1
NOT AT ALL LIKELY (1)	519	164	43	121	134	78	56	137	86	51	84	26	59
	46.8	51.4	57.7	49.5	49.9	48.3	52.4	42.9	38.8	52.3	41.9	46.7	40.1
DON'T KNOW	9	1	-	1	5	1	4	2	2	-	1	-	1
	0.8	0.3	-	0.4	1.9	0.6	3.7	0.6	0.9	-	0.5	-	0.7
MEAN	2.35	2.28	2.08	2.34	2.27	2.30	2.22	2.40	2.50	2.16	2.50	2.10	2.66

THE GALLUP ORGANIZATION, INC.
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OCT 1989

Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** FOOD QUALITY **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	482	237	245	423	52	79	109	147	97	43	282	199	65	172	165	80
	43.5	41.2	45.9	44.5	36.1	42.6	39.4	47.7	45.8	38.5	42.1	45.4	39.8	45.1	41.3	48.6
GOOD (3)	491	253	238	412	74	87	127	118	92	60	296	195	82	169	176	64
	44.3	44.0	44.6	43.3	51.0	46.6	46.1	38.3	43.6	53.5	44.3	44.5	50.6	44.2	44.1	38.6
FAIR (2)	109	71	37	95	13	16	33	34	21	4	74	35	9	34	48	17
	9.8	12.4	7.0	10.0	8.7	8.5	11.8	10.9	10.1	3.9	11.0	8.0	5.7	8.9	12.1	10.5
POOR(1)	25	13	12	20	5	4	7	8	1	5	17	8	5	7	9	4
	2.2	2.2	2.3	2.1	3.5	2.3	2.7	2.4	0.5	4.1	2.5	1.9	3.2	1.8	2.3	2.2
DON'T KNOW	2	1	1	1	1	-	-	2	-	-	1	1	1	-	1	-
	0.2	0.2	0.2	0.1	0.7	-	-	0.6	-	-	0.1	0.2	0.6	-	0.3	-
MEAN	3.29	3.24	3.34	3.30	3.21	3.29	3.22	3.32	3.35	3.26	3.26	3.34	3.28	3.33	3.25	3.34

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OCT 1989

Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** FOOD QUALITY **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	482	264	184	33	167	62	85	103	111	40	92	185	165	121	2
	43.5	48.6	41.8	27.1	54.7	38.6	40.7	37.9	47.2	43.3	45.4	37.7	60.8	38.3	25.3
GOOD (3)	491	221	204	65	101	81	96	139	96	48	93	222	84	168	7
	44.3	40.7	46.2	53.2	33.2	50.3	45.5	51.1	40.8	52.6	45.9	45.2	30.9	53.2	74.7
FAIR (2)	109	49	39	20	30	11	23	24	20	2	14	62	20	26	-
	9.8	9.1	8.8	16.3	9.9	7.1	11.2	8.8	8.5	2.6	6.9	12.5	7.5	8.1	-
POOR(1)	25	6	14	4	7	7	4	6	7	1	4	20	2	1	-
	2.2	1.2	3.2	3.4	2.1	4.1	2.1	2.2	3.1	1.5	1.8	4.2	0.7	0.4	-
DON'T KNOW	2	2	-	-	-	-	1	-	1	-	-	2	-	-	-
	0.2	0.4	-	-	-	-	0.5	-	0.4	-	-	0.4	-	-	-
MEAN	3.29	3.37	3.27	3.04	3.41	3.23	3.25	3.25	3.33	3.38	3.35	3.17	3.52	3.29	3.25

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** FOOD QUALITY **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	482	139	33	106	108	60	48	137	96	41	97	29	68
	43.5	43.7	44.3	43.6	40.3	37.4	44.7	43.0	43.4	42.3	48.4	53.5	46.5
GOOD (3)	491	143	34	109	123	73	50	144	105	39	79	21	57
	44.3	44.9	45.4	44.7	46.1	45.4	47.1	45.1	47.2	40.4	39.1	39.0	39.1
FAIR (2)	109	23	5	18	31	24	7	32	18	14	22	2	20
	9.8	7.3	6.7	7.5	11.5	14.8	6.6	10.1	8.0	14.9	11.1	3.9	13.8
POOR(1)	25	12	3	9	6	4	2	4	3	1	3	2	1
	2.2	3.7	3.6	3.7	2.1	2.5	1.5	1.4	1.4	1.4	1.5	3.6	0.7
DON'T KNOW	2	1	-	1	-	-	-	1	-	1	-	-	-
	0.2	0.3	-	0.4	-	-	-	0.3	-	1.0	-	-	-
MEAN	3.29	3.29	3.30	3.29	3.25	3.18	3.35	3.30	3.33	3.25	3.34	3.42	3.31

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** SERVICE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	466	210	256	411	50	74	113	133	94	39	275	189	68	148	167	83
	42.0	36.4	48.0	43.2	34.2	39.8	41.0	43.2	44.5	34.9	41.1	43.2	41.8	38.7	41.9	50.0
GOOD (3)	498	280	218	414	77	83	133	139	93	48	299	199	74	182	177	64
	44.9	48.6	40.9	43.5	53.0	44.4	48.3	45.1	43.9	42.9	44.7	45.3	45.7	47.7	44.4	38.7
FAIR (2)	125	73	51	110	13	23	24	29	24	24	79	45	18	47	42	18
	11.2	12.8	9.6	11.6	9.3	12.3	8.6	9.3	11.6	21.3	11.9	10.3	11.1	12.2	10.6	10.6
POOR(1)	19	12	7	15	4	6	6	5	-	1	14	4	1	5	11	1
	1.7	2.1	1.3	1.5	2.9	3.4	2.2	1.8	-	0.9	2.2	1.0	0.8	1.4	2.8	0.7
DON'T KNOW	2	1	1	1	1	-	-	2	-	-	1	1	1	-	1	-
	0.2	0.2	0.2	0.1	0.7	-	-	0.6	-	-	0.1	0.2	0.6	-	0.3	-
MEAN	3.27	3.20	3.36	3.29	3.19	3.21	3.28	3.31	3.33	3.12	3.25	3.31	3.29	3.24	3.26	3.38

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** SERVICE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	91	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	466	261	175	28	148	66	90	86	105	49	102	166	150	139	2
	42.0	48.2	39.8	23.0	48.6	40.6	42.9	31.4	44.8	53.7	49.9	33.8	55.3	44.0	25.3
GOOD (3)	498	218	197	82	121	79	93	137	100	40	76	249	89	143	7
	44.9	40.2	44.8	66.3	39.7	48.8	44.5	50.1	42.8	43.4	37.3	50.6	32.9	45.2	74.7
FAIR (2)	125	53	59	12	28	14	23	46	23	3	25	62	30	30	-
	11.2	9.8	13.3	9.8	9.3	8.6	11.2	17.0	9.8	2.9	12.1	12.6	11.0	9.6	-
POOR(1)	19	8	9	1	7	3	2	4	5	-	2	13	2	4	-
	1.7	1.5	2.1	0.9	2.4	2.0	1.0	1.5	2.3	-	0.8	2.7	0.7	1.2	-
DON'T KNOW	2	2		-	-	-	1	-	1	-	-	2	-	-	-
	0.2	0.4		-	-	-	0.5	-	0.4	-	-	0.4	-	-	-
MEAN	3.27	3.35	3.22	3.11	3.35	3.28	3.30	3.11	3.31	3.51	3.36	3.16	3.43	3.32	3.25

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** SERVICE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	466	134	24	110	100	51	50	128	99	29	103	36	67
	42.0	42.0	31.8	45.2	37.5	31.4	46.8	40.3	44.8	29.9	51.1	65.8	45.6
GOOD (3)	498	145	45	100	122	74	48	165	110	55	64	8	55
	44.9	45.6	60.0	41.1	45.6	45.8	45.2	51.7	49.5	56.7	31.6	15.3	37.7
FAIR (2)	125	33	5	28	39	34	6	22	11	11	30	8	21
	11.2	10.4	6.7	11.5	14.7	20.9	5.3	7.0	5.2	11.3	14.8	15.2	14.6
POOR(1)	19	5	1	4	6	3	3	2	1	1	5	2	3
	1.7	1.7	1.6	1.8	2.2	1.9	2.7	0.7	0.6	1.1	2.5	3.6	2.0
DON'T KNOW	2	1	-	1	-	-	-	1	-	1	-	-	-
	0.2	0.3	-	0.4	-	-	-	0.3	-	1.0	-	-	-
MEAN	3.27	3.28	3.22	3.30	3.18	3.07	3.36	3.32	3.38	3.17	3.31	3.43	3.27

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** VALUE RECEIVED FOR THE PRICE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	313	134	179	276	37	37	81	88	72	30	195	117	38	113	117	45
	28.2	23.2	33.6	29.0	25.5	19.7	29.4	28.6	33.9	26.8	29.2	26.6	23.4	29.6	29.3	27.3
GOOD (3)	498	266	232	425	69	90	115	146	98	45	313	185	67	170	187	75
	44.9	46.2	43.6	44.7	47.5	48.4	41.8	47.2	46.4	40.1	46.7	42.3	41.3	44.4	46.8	45.3
FAIR (2)	232	141	92	191	33	46	64	61	31	27	121	111	46	77	71	38
	20.9	24.4	17.2	20.1	22.8	24.5	23.1	19.7	14.5	23.7	18.1	25.4	28.4	20.0	17.8	23.3
POOR(1)	56	33	23	50	6	10	16	12	10	8	37	18	9	22	21	4
	5.0	5.7	4.3	5.2	4.2	5.5	5.8	3.8	4.7	6.7	5.6	4.2	5.4	5.7	5.3	2.4
DON'T KNOW	9	2	7	9	-	3	-	2	1	3	3	6	2	1	3	3
	0.8	0.4	1.4	1.0	-	1.8	-	0.7	0.5	2.7	0.5	1.4	1.4	0.3	0.8	1.8
MEAN	2.97	2.87	3.08	2.99	2.94	2.84	2.95	3.01	3.10	2.89	3.00	2.93	2.84	2.98	3.01	2.99

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** VALUE RECEIVED FOR THE PRICE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	313	171	125	17	99	36	58	68	76	33	71	112	114	83	1
	28.2	31.6	28.4	13.6	32.3	22.1	27.6	25.0	32.2	35.6	34.9	22.7	42.1	26.2	11.0
GOOD (3)	498	237	203	58	139	89	91	116	106	38	86	211	105	167	5
	44.9	43.7	46.1	47.5	45.6	55.0	43.5	42.4	45.3	40.8	42.5	42.9	38.7	52.8	47.5
FAIR (2)	232	109	79	40	50	27	45	72	35	19	36	129	41	54	4
	20.9	20.2	18.0	32.8	16.4	16.5	21.3	26.3	15.0	20.9	17.8	26.2	15.1	17.0	41.5
POOR(1)	56	19	33	3	17	10	13	13	14	2	6	32	11	12	-
	5.0	3.5	7.5	2.8	5.7	6.3	6.1	4.9	6.1	2.7	2.9	6.5	4.2	3.6	-
DON'T KNOW	9	5	-	4	-	-	3	4	3	-	4	8	-	1	-
	0.8	1.0	-	3.3	-	-	1.6	1.5	1.4	-	2.0	1.7	-	0.3	-
MEAN	2.97	3.04	2.95	2.74	3.05	2.93	2.94	2.89	3.05	3.09	3.12	2.83	3.19	3.02	2.70

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** VALUE RECEIVED FOR THE PRICE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	313	94	22	72	55	26	29	91	64	27	73	22	51
	28.2	29.4	28.8	29.6	20.6	13.1	27.3	28.6	28.8	28.0	36.3	40.6	34.7
GOOD (3)	498	156	38	118	118	71	47	159	111	48	63	15	48
	44.9	49.0	51.3	48.3	44.1	44.3	43.9	49.8	49.9	49.6	31.3	26.9	33.0
FAIR (2)	232	49	10	39	75	52	23	54	39	16	54	15	39
	20.9	15.4	13.9	15.9	28.0	32.4	21.4	17.1	17.4	16.4	26.6	27.1	26.4
POOR(1)	56	17	5	12	17	10	8	12	9	4	9	3	6
	5.0	5.2	6.0	4.9	6.5	6.0	7.3	3.9	3.9	3.9	4.6	5.5	4.3
DON'T KNOW	9	3	-	3	2	2	-	2	-	2	2	-	2
	0.8	0.9	-	1.2	0.8	1.3	-	0.6	-	2.1	1.1	-	1.6
MEAN	2.97	3.04	3.03	3.04	2.79	2.71	2.91	3.04	3.04	3.04	3.00	3.03	3.00

THE GALLUP ORGANIZATION,INC.
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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** DECOR OR ATMOSPHERE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	421	192	229	362	53	70	100	110	78	55	246	173	53	141	141	86
	38.0	33.4	43.0	38.1	36.5	37.6	36.1	35.8	37.1	49.0	36.8	39.6	33.0	37.0	35.3	51.8
GOOD (3)	525	288	237	455	66	92	133	158	87	48	316	209	93	189	193	51
	47.4	50.1	44.5	47.9	45.2	49.5	48.3	51.1	41.2	43.0	47.2	47.7	57.2	49.5	48.3	30.7
FAIR (2)	144	82	62	118	23	23	41	35	39	5	94	50	16	48	55	25
	13.0	14.3	11.6	12.4	16.1	12.3	14.8	11.5	18.7	4.5	14.1	11.3	9.8	12.5	13.8	15.3
POOR(1)	14	9	4	10	3	1	2	4	6	-	11	2	-	4	6	4
	1.2	1.6	0.8	1.1	2.2	0.6	0.8	1.3	2.9	-	1.7	0.5	-	1.1	1.4	2.3
DON'T KNOW	5	4	1	5	-	-	-	1	-	4	1	4	-	-	5	-
	0.5	0.7	0.2	0.5	-	-	-	0.3	-	3.6	0.1	0.9	-	-	1.3	-
MEAN	3.23	3.16	3.30	3.24	3.13	3.24	3.20	3.22	3.13	3.46	3.19	3.28	3.23	3.22	3.19	3.32

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** DECOR OR ATMOSPHERE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	421	227	171	22	146	43	80	79	91	40	96	147	145	121	4
	38.0	41.8	38.9	17.9	47.9	26.9	38.3	28.9	38.7	44.0	47.1	29.9	53.3	38.4	44.4
GOOD (3)	525	237	207	78	113	100	102	146	109	48	79	261	87	162	1
	47.4	43.7	47.1	63.7	36.9	62.0	48.7	53.5	46.5	52.3	38.7	53.0	32.0	51.2	14.1
FAIR (2)	144	72	55	17	40	16	27	41	31	3	27	78	35	30	-
	13.0	13.2	12.4	14.2	13.2	9.8	13.1	14.9	13.4	3.7	13.2	15.8	13.0	9.4	-
POOR(1)	14	6	7	1	6	2	-	3	2	-	2	6	5	3	-
	1.2	1.0	1.5	0.9	2.0	1.3	-	1.1	0.9	-	1.0	1.2	1.7	1.0	-
DON'T KNOW	5	1	-	4	-	-	-	4	1	-	-	1	-	-	4
	0.5	0.2	-	3.3	-	-	-	1.5	0.4	-	-	0.2	-	-	41.5
MEAN	3.23	3.27	3.23	3.02	3.31	3.14	3.25	3.12	3.24	3.40	3.32	3.12	3.37	3.27	3.76

THE GALLUP ORGANIZATION,INC.
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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** DECOR OR ATMOSPHERE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	421	120	25	94	93	60	32	113	84	29	94	35	58
	38.0	37.5	33.6	38.7	34.6	37.5	30.2	35.6	38.0	30.1	46.4	64.3	39.7
GOOD (3)	525	163	39	124	133	78	56	167	111	55	62	11	51
	47.4	51.1	52.2	50.8	49.8	48.3	52.1	52.2	50.2	56.9	31.0	20.6	34.8
FAIR (2)	144	33	9	24	33	18	15	37	25	12	41	6	35
	13.0	10.3	12.6	9.7	12.4	11.3	13.9	11.5	11.3	12.0	20.4	11.4	23.7
POOR(1)	14	3	1	2	5	5	-	1	1	-	5	2	3
	1.2	1.0	1.6	0.8	1.7	2.9	-	0.3	0.5	-	2.2	3.6	1.7
DON'T KNOW	5	-	-	-	4	-	4	1	-	1	-	-	-
	0.5	-	-	-	1.5	-	3.7	0.3	-	1.0	-	-	-
MEAN	3.23	3.25	3.18	3.27	3.19	3.20	3.17	3.23	3.26	3.18	3.22	3.46	3.13

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** OVERALL EXPERIENCE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	716	382	334	604	104	105	183	227	127	65	445	270	101	243	261	111
WEIGHTED BASE	1109	575	533	951	145	187	276	309	211	112	669	438	162	382	399	165
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	359	154	205	316	40	66	78	95	71	40	209	149	46	135	127	51
	32.4	26.7	38.5	33.2	27.8	35.4	28.4	30.9	33.7	35.9	31.2	34.0	28.6	35.3	31.8	30.8
GOOD (3)	600	329	271	511	83	102	155	164	116	58	358	242	94	202	211	93
	54.1	57.2	50.8	53.7	57.3	54.6	56.0	53.1	55.2	51.6	53.5	55.2	57.9	52.8	53.0	56.3
FAIR (2)	129	81	48	107	19	14	41	43	18	12	83	45	21	41	53	14
	11.6	14.1	8.9	11.2	12.8	7.7	14.8	14.1	8.3	11.0	12.5	10.3	12.7	10.7	13.4	8.4
POOR(1)	15	11	4	11	3	3	2	4	6	-	14	1	-	3	5	6
	1.3	1.8	0.8	1.2	2.2	1.7	0.7	1.2	2.8	-	2.0	0.2	-	0.8	1.3	3.8
DON'T KNOW	6	1	5	6	-	1	-	2	-	2	5	1	1	2	2	1
	0.6	0.2	1.0	0.7	-	0.6	-	0.8	-	1.5	0.8	0.3	0.7	0.4	0.5	0.8
MEAN	3.18	3.09	3.28	3.20	3.11	3.24	3.12	3.15	3.20	3.25	3.15	3.23	3.16	3.23	3.16	3.15

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** OVERALL EXPERIENCE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	716	391	264	58	217	109	140	158	154	56	122	316	183	201	5
WEIGHTED BASE	1109	542	440	123	305	162	210	273	235	92	204	492	272	316	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	359	208	131	19	122	30	69	72	81	37	85	118	136	101	1
	32.4	38.3	29.7	15.8	40.1	18.9	32.7	26.3	34.5	40.5	41.9	24.0	50.2	32.2	11.0
GOOD (3)	600	272	241	86	141	114	106	167	125	48	97	290	112	176	9
	54.1	50.2	54.7	70.1	46.1	70.4	50.7	61.2	53.3	52.2	47.5	59.0	41.1	55.8	89.0
FAIR (2)	129	54	61	12	35	15	34	30	24	5	19	71	20	33	-
	11.6	10.0	14.0	9.6	11.3	9.2	16.2	10.9	10.0	5.8	9.2	14.4	7.4	10.6	-
POOR(1)	15	7	3	4	6	1	1	3	4	-	-	8	4	3	-
	1.3	1.3	0.7	3.6	2.0	0.6	0.5	1.2	1.8	-	-	1.6	1.3	1.1	-
DON T KNOW	6	1	4	1	2	1	-	1	1	1	3	5	-	1	-
	0.6	0.2	1.0	0.9	0.6	0.8	-	0.4	0.4	1.4	1.4	1.0	-	0.4	-
MEAN	3.18	3.26	3.14	2.99	3.25	3.08	3.15	3.13	3.21	3.35	3.33	3.07	3.40	3.20	3.11

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Q.4 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A FINE RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A FINE DINING RESTAURANT

(*) ** OVERALL EXPERIENCE **

		REGION											
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	716	198	43	155	172	105	67	210	146	64	135	32	103
WEIGHTED BASE	1109	319	75	244	268	161	107	319	222	97	201	55	146
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	359	97	18	79	81	50	31	99	76	23	82	28	54
	32.4	30.5	24.5	32.4	30.2	31.2	28.8	30.9	34.2	23.4	40.9	50.7	37.2
GOOD (3)	600	194	50	144	138	79	59	189	125	63	77	14	62
	54.1	61.0	66.8	59.2	51.6	48.9	55.7	59.2	56.5	65.3	38.1	26.1	42.6
FAIR (2)	129	23	4	20	40	26	14	28	19	9	37	11	26
	11.6	7.3	5.1	8.0	14.9	16.3	12.7	8.9	8.8	9.2	18.4	19.6	18.0
POOR(1)	15	4	3	1	5	5	-	1	-	1	5	2	3
	1.3	1.2	3.6	0.4	1.7	2.9	-	0.3	-	1.1	2.6	3.6	2.2
DON'T KNOW	6	-	-	-	4	1	3	2	1	1	-	-	-
	0.6	-	-	-	1.5	0.7	2.8	0.7	0.5	1.0	-	-	-
MEAN	3.18	3.21	3.12	3.23	3.12	3.09	3.17	3.22	3.26	3.12	3.17	3.24	3.15

THE GALLUP ORGANIZATION,INC.
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Q.5 ABOUT HOW OFTEN DO YOU USALLY EAT OUT AT A CASUAL DINING TABLESERVICE RESTAURANT
BASED ON TOTAL RESPONDENTS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	612	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING AT A CASUAL DINING TABLESERVICE RESTAURANT																
ONCE A WEEK OR MORE	459	247	212	414	45	77	126	119	93	39	254	204	82	155	153	70
	28.6	32.0	25.4	29.9	21.1	32.9	33.0	28.4	30.0	16.2	25.6	33.3	31.0	30.0	25.2	31.7
TWO OR THREE TIMES A MONTH	382	205	177	326	50	66	89	105	67	48	233	150	59	124	152	47
	23.8	26.5	21.3	23.6	23.8	28.1	23.4	25.2	21.4	19.9	23.4	24.5	22.1	24.0	25.2	21.6
ABOUT ONCE A MONTH	276	139	137	240	30	28	76	76	50	43	204	72	36	89	105	46
	17.2	18.0	16.4	17.4	14.1	12.1	20.0	18.2	16.2	17.7	20.5	11.8	13.5	17.3	17.3	20.8
ONCE EVERY FEW MONTHS	197	78	119	169	29	20	44	61	42	29	138	59	26	58	97	16
	12.3	10.1	14.3	12.2	13.7	8.5	11.5	14.7	13.4	12.1	13.9	9.6	9.8	11.3	16.0	7.4
ONCE EVERY SIX MONTHS	90	30	60	81	8	14	18	26	15	14	65	25	6	27	42	15
	5.6	3.9	7.2	5.8	4.0	6.2	4.9	6.3	5.0	5.9	6.5	4.1	2.4	5.2	7.0	6.7
ONCE A YEAR	63	32	31	46	17	11	6	11	20	14	28	35	18	17	21	8
	3.9	4.2	3.7	3.3	8.2	4.9	1.6	2.7	6.6	5.8	2.8	5.8	6.6	3.3	3.4	3.7
LESS OFTEN THAN ONCE A YEAR	40	13	27	31	9	8	7	6	8	10	22	18	7	16	9	8
	2.5	1.7	3.3	2.3	4.1	3.2	1.9	1.4	2.7	4.2	2.2	3.0	2.5	3.2	1.5	3.6
NEVER	93	25	68	75	18	8	12	12	15	44	48	45	32	29	22	10
	5.8	3.3	8.2	5.4	8.7	3.3	3.2	2.9	4.8	18.3	4.8	7.4	12.1	5.7	3.6	4.6
DON'T KNOW	5	4	1	-	5	2	2	1	-	-	2	3	-	-	5	-
	0.3	0.5	0.1	-	2.4	0.9	0.5	0.2	-	-	0.2	0.5	-	-	0.8	-

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Q.5 ABOUT HOW OFTEN DO YOU USALLY EAT OUT AT A CASUAL DINING TABLESERVICE RESTAURANT
BASED ON TOTAL RESPONDENTS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213	494	197	236	56
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376	800	294	374	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING AT A CASUAL DINING TABLESERVICE RESTAURANT															
ONCE A WEEK OR MORE	459	232	160	66	151	58	93	90	99	39	75	255	81	120	-
	28.6	34.7	24.6	23.4	39.7	27.2	31.3	19.1	29.5	33.0	19.9	31.9	27.6	32.1	-
TWO OR THREE TIMES A MONTH	382	187	144	49	115	57	77	83	76	21	78	186	81	102	5
	23.8	28.0	22.1	17.5	30.3	27.0	25.9	17.7	22.6	18.2	20.8	23.3	27.7	27.2	4.6
ABOUT ONCE A MONTH	276	119	132	25	61	38	50	90	46	24	67	157	52	56	2
	17.2	17.7	20.3	9.0	16.1	17.8	16.9	19.1	13.7	20.8	17.8	19.7	17.8	15.0	1.9
ONCE EVERY FEW MONTHS	197	71	89	38	25	29	32	80	45	12	62	107	31	48	6
	12.3	10.6	13.6	13.4	6.7	13.7	10.7	17.1	13.3	10.2	16.4	13.3	10.4	12.8	6.1
ONCE EVERY SIX MONTHS	90	19	38	30	12	9	16	32	29	5	25	44	18	21	-
	5.6	2.9	5.9	10.8	3.2	4.4	5.4	6.7	8.6	4.2	6.7	5.5	6.0	5.6	-
ONCE A YEAR	63	14	27	22	9	8	8	25	7	12	12	36	8	15	4
	3.9	2.1	4.2	7.8	2.4	4.0	2.8	5.4	2.2	10.4	3.1	4.5	2.9	4.0	3.8
LESS OFTEN THAN ONCE A YEAR	40	12	24	4	3	4	7	19	6	1	18	9	7	9	15
	2.5	1.7	3.7	1.6	0.8	2.0	2.2	4.1	1.9	1.2	4.9	1.1	2.3	2.3	13.8
NEVER	93	14	32	46	4	7	14	49	27	2	39	3	12	4	74
	5.8	2.1	4.9	16.5	1.0	3.3	4.8	10.4	7.9	2.0	10.5	0.4	4.1	1.1	69.7
DON'T KNOW	5	1	4	-	-	1	-	2	1	-	-	2	3	-	-
	0.3	0.1	0.6	-	-	0.5	-	0.4	0.3	-	-	0.3	1.1	-	-

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Q.5 ABOUT HOW OFTEN DO YOU USALLY EAT OUT AT A CASUAL DINING TABLESERVICE RESTAURANT
BASED ON TOTAL RESPONDENTS

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF EATING AT A CASUAL DINING TABLESERVICE RESTAURANT													
ONCE A WEEK OR MORE	459	105	26	79	122	80	42	137	80	57	96	27	69
	28.6	25.6	26.7	25.2	30.7	31.8	28.8	28.6	25.3	35.1	29.9	27.8	30.8
TWO OR THREE TIMES A MONTH	382	107	24	84	80	52	28	109	80	29	84	19	65
	23.8	26.2	24.7	26.7	20.0	20.7	18.9	22.8	25.4	17.7	26.4	19.8	29.2
ABOUT ONCE A MONTH	276	75	21	54	74	43	31	63	48	15	64	24	40
	17.2	18.3	21.9	17.2	18.5	16.9	21.3	13.2	15.2	9.3	20.1	24.8	18.1
ONCE EVERY FEW MONTHS	197	58	17	40	49	28	21	56	35	21	36	10	26
	12.3	14.0	18.1	12.8	12.2	11.0	14.4	11.6	11.1	12.6	11.2	10.2	11.6
ONCE EVERY SIX MONTHS	90	9	-	9	22	7	15	46	28	19	13	6	7
	5.6	2.3	-	2.9	5.5	2.9	10.1	9.7	8.8	11.4	3.9	6.2	3.0
ONCE A YEAR	63	19	5	14	20	16	4	14	10	4	10	4	6
	3.9	4.7	5.6	4.4	5.2	6.5	2.8	2.9	3.2	2.3	3.2	4.4	2.6
LESS OFTEN THAN ONCE A YEAR	40	10	-	10	9	6	3	16	8	8	5	1	4
	2.5	2.5	-	3.2	2.3	2.2	2.4	3.4	2.6	4.9	1.4	1.0	1.6
NEVER	93	26	3	23	21	19	2	34	24	11	12	6	7
	5.8	6.2	3.0	7.2	5.3	7.7	1.4	7.2	7.5	6.6	3.9	5.8	3.1
DON'T KNOW	5	1	-	1	1	1	-	3	3	-	-	-	-
	0.3	0.2	-	0.3	0.3	0.4	-	0.7	1.0	-	-	-	-

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Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** YOUR BIRTHDAY CELEBRATION DINNER **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	492	217	275	413	79	78	125	144	80	56	316	174	62	140	218	72
	33.5	29.6	37.3	32.4	43.9	35.8	34.7	36.1	27.9	29.8	34.3	32.0	27.4	29.7	38.3	35.4
4	214	122	92	196	19	34	52	61	32	32	108	106	43	68	73	31
	14.6	16.7	12.5	15.3	10.3	15.8	14.6	15.4	10.9	16.9	11.7	19.4	18.8	14.4	12.8	15.2
3	240	130	110	212	26	44	59	62	45	27	151	89	37	79	103	21
	16.4	17.8	14.9	16.6	14.3	20.3	16.3	15.5	15.6	14.1	16.4	16.3	16.2	16.8	18.1	10.6
2	134	73	61	116	16	23	37	32	28	14	79	55	27	55	32	21
	9.1	10.0	8.3	9.1	8.8	10.6	10.2	8.1	9.6	7.3	8.6	10.1	11.7	11.6	5.6	10.6
NOT AT ALL LIKELY (1)	382	186	197	334	39	38	87	98	103	55	262	120	58	124	143	57
	26.0	25.4	26.7	26.2	22.1	17.5	24.1	24.6	35.9	29.2	28.4	22.1	25.5	26.4	25.2	28.1
DON'T KNOW	6	4	2	5	1	-	-	1	-	5	5	1	1	5	-	-
	0.4	0.5	0.3	0.4	0.6	-	-	0.3	-	2.6	0.5	0.2	0.4	1.0	-	-
MEAN	3.20	3.15	3.26	3.19	3.45	3.42	3.25	3.30	2 85	3.11	3.15	3.29	3.11	3.09	3.33	3.19

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Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** YOUR BIRTHDAY CELEBRATION DINNER **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	492	191	227	70	126	71	92	111	118	42	115	287	63	129	1
	33.5	29.7	38.5	30.3	33.6	35.4	33.4	27.6	39.0	37.0	36.2	36.5	23.3	35.8	7.8
4	214	103	76	36	35	32	52	76	26	16	50	144	21	46	2
	14.6	16.0	12.8	15.6	9.4	15.9	18.8	19.0	8.8	13.8	15.8	18.4	7.7	12.7	10.5
3	240	113	101	27	51	41	43	75	51	18	39	120	47	71	-
	16.4	17.6	17.0	11.5	13.5	20.6	15.5	18.6	17.0	16.1	12.2	15.3	17.2	19.7	-
2	134	68	41	25	33	15	24	42	21	15	24	59	37	30	2
	9.1	10.5	6.9	10.9	8.8	7.7	8.7	10.4	6.8	13.1	7.7	7.5	13.7	8.3	13.6
NOT AT ALL LIKELY (1)	382	168	144	71	127	41	65	95	86	23	87	171	103	85	12
	26.0	26.1	24.4	30.7	34.0	20.4	23.3	23.8	28.4	20.0	27.4	21.8	38.1	23.4	68.1
DON'T KNOW	6	1	3	2	3	-	1	2	-	-	2	4	-	-	-
	0.4	0.2	0.4	1.0	0.7	-	0.4	0.6	-	-	0.7	0.5	-	-	-
MEAN	3.20	3.13	3.34	3.04	3.00	3.38	3.30	3.17	3.23	3.35	3.26	3.41	2.65	3.29	1.76

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** YOUR BIRTHDAY CELEBRATION DINNER **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	492	101	25	76	122	74	48	167	112	55	102	21	81
	33.5	27.1	26.7	27.3	33.3	32.9	33.8	39.2	39.8	38.0	33.7	23.6	38.0
4	214	31	8	23	68	34	34	59	37	22	57	32	25
	14.6	8.2	8.4	8.2	18.5	15.2	23.9	13.9	13.4	15.0	18.7	35.2	11.7
3	240	110	28	83	56	37	19	34	20	13	38	6	32
	16.4	29.6	29.7	29.5	15.4	16.5	13.5	8.0	7.3	9.3	12.6	6.3	15.2
2	134	32	6	26	31	24	7	52	38	15	19	12	7
	9.1	8.5	6.4	9.2	8.5	10.5	5.3	12.3	13.4	10.1	6.3	13.7	3.2
NOT AT ALL LIKELY (1)	382	98	27	71	89	56	33	108	68	40	87	19	68
	26.0	26.3	28.8	25.5	24.3	24.9	23.5	25.5	24.4	27.6	28.7	21.2	31.8
DON'T KNOW	6	1	-	1	-	-	-	5	5	-	-	-	-
	0.4	0.3	-	0.4	-	-	-	1.2	1.8	-	-	-	-
MEAN	3.20	3.01	2.98	3.03	3.28	3.21	3.39	3.29	3.31	3.26	3.23	3.26	3.21

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A DINNER OUT WITH SPOUSE OR FRIEND INSTEAD OF COOKING AT HOME **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	548	246	302	463	83	84	160	162	81	53	363	183	62	192	222	72
	37.3	33.6	41.0	36.3	46.3	38.7	44.5	40.6	28.2	28.0	39.4	33.6	27.2	40.8	39.0	35.8
4	294	160	133	268	20	48	74	78	53	38	177	117	42	82	114	56
	20.0	21.9	18.1	21.0	11.2	22.0	20.6	19.6	18.5	20.1	19.2	21.5	18.5	17.5	20.0	27.5
3	332	192	139	290	39	55	67	89	79	39	199	132	63	104	121	44
	22.6	26.3	18.9	22.7	21.8	25.1	18.6	22.4	27.5	20.9	21.6	24.3	27.5	22.1	21.3	21.7
2	112	62	50	99	11	7	22	38	26	18	68	44	22	29	50	11
	7.6	8.5	6.7	7.7	6.0	3.1	6.1	9.4	9.2	9.6	7.4	8.0	9.8	6.1	8.7	5.5
NOT AT ALL LIKELY (1)	179	69	109	153	24	23	36	30	45	40	114	65	35	63	63	18
	12.2	9.5	14.8	12.0	13.6	10.7	10.2	7.6	15.6	21.5	12.4	11.9	15.2	13.4	11.0	9.1
DON'T KNOW	5	1	4	3	2	1	-	1	3	-	1	4	4	-	-	1
	0.3	0.1	0.5	0.2	1.1	0.5	-	0.3	1.0	-	0.1	0.7	1.8	-	-	0.5
MEAN	3.63	3.62	3.64	3.62	3.71	3.75	3.83	3.76	3.35	3.24	3.66	3.57	3.33	3.66	3.67	3.76

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A DINNER OUT WITH SPOUSE OR FRIEND INSTEAD OF COOKING AT HOME **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	548	240	235	71	143	84	108	133	137	52	112	321	82	126	2
	37.3	37.3	39.8	30.8	38.2	42.1	39.0	33.2	45.5	45.6	35.2	40.9	30.1	34.9	11.7
4	294	153	95	44	74	52	56	74	45	19	68	169	47	72	2
	20.0	23.8	16.2	19.3	19.7	26.0	20.3	18.4	14.9	16.5	21.3	21.5	17.4	20.0	10.5
3	332	155	130	47	85	39	57	114	48	25	66	155	75	92	3
	22.6	24.1	22.0	20.2	22.7	19.5	20.7	28.5	15.8	22.4	20.8	19.7	27.5	25.5	15.7
2	112	36	50	25	28	12	15	37	21	5	23	50	25	31	5
	7.6	5.7	8.5	10.9	7.5	5.8	5.3	9.3	6.9	4.6	7.4	6.4	9.0	8.6	28.6
NOT AT ALL LIKELY (1)	179	58	79	40	44	13	36	43	48	12	48	85	43	39	6
	12.2	9.0	13.3	17.5	11.7	6.7	13.2	10.6	15.9	10.9	15.1	10.9	15.9	10.9	33.5
DON'T KNOW	5	1	1	3	1	-	4	-	3	-	1	5	-	-	-
	0.3	0.2	0.2	1.3	0.3	-	1.4	-	1.0	-	0.3	0.6	-	-	-
MEAN	3.63	3.75	3.61	3.35	3.65	3.91	3.68	3.54	3.68	3.81	3.54	3.76	3.37	3.60	2.38

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A DINNER OUT WITH SPOUSE OR FRIEND INSTEAD OF COOKING AT HOME **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	548	117	24	92	131	89	42	176	119	57	124	40	83
	37.3	31.2	25.9	33.0	35.8	39.5	29.9	41.5	42.6	39.4	41.0	44.8	39.3
4	294	75	23	53	80	46	34	68	45	24	68	16	52
	20.0	20.2	24.4	18.8	21.8	20.3	24.3	16.1	16.0	16.3	22.4	18.0	24.4
3	332	105	14	90	80	45	35	82	53	30	64	24	40
	22.6	28.0	15.2	32.3	21.9	19.8	25.2	19.4	18.7	20.7	21.3	26.7	19.0
2	112	28	14	14	37	22	15	31	22	10	16	3	12
	7.6	7.5	15.2	4.9	10.1	9.9	10.5	7.4	7.7	6.8	5.1	3.6	5.8
NOT AT ALL LIKELY (1)	179	44	18	26	38	24	14	66	42	24	31	6	24
	12.2	11.7	19.3	9.2	10.4	10.5	10.1	15.6	15.0	16.8	10.1	7.0	11.5
DON'T KNOW	5	5	-	5	-	-	-	-	-	-	-	-	-
	0.3	1.3	-	1.8	-	-	-	-	-	-	-	-	-
MEAN	3.63	3.53	3.22	3.63	3.63	3.68	3.53	3.60	3.63	3.55	3.79	3.90	3.74

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A SATURDAY NIGHT TREAT WITH FRIENDS **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	387	195	192	336	51	64	121	118	50	29	239	148	51	113	164	59
	26.3	26.7	26.0	26.4	28.3	29.4	33.8	29.6	17.4	15.4	25.9	27.1	22.3	24.1	28.8	29.1
4	243	152	91	219	21	54	50	64	59	16	135	106	35	79	97	31
	16.6	20.8	12.4	17.2	11.8	24.8	13.9	15.9	20.4	8.3	14.7	19.5	15.6	16.9	17.1	15.3
3	340	176	164	282	53	64	77	103	59	30	218	123	51	92	145	53
	23.2	24.1	22.3	22.1	29.6	29.5	21.4	26.0	20.4	15.8	23.6	22.5	22.5	19.5	25.4	26.1
2	181	89	92	170	10	18	41	46	37	37	109	72	31	68	53	30
	12.3	12.1	12.5	13.3	5.8	8.2	11.5	11.6	12.8	19.9	11.8	13.3	13.6	14.4	9.3	14.7
NOT AT ALL LIKELY (1)	313	120	193	265	43	17	70	67	80	76	220	93	56	118	110	29
	21.3	16.4	26.2	20.8	24.0	7.7	19.5	16.9	27.9	40.6	23.9	17.0	24.7	25.0	19.4	14.3
DON'T KNOW	4	-	4	3	1	1	-	-	3	-	1	3	3	-	-	1
	0.3	-	0.5	0.2	0.6	0.5	-	-	1.0	-	0.1	0.6	1.3	-	-	0.5
MEAN	3.14	3.29	2.99	3.15	3.15	3.60	3.31	3.30	2.87	2.38	3.07	3.27	2.97	3.01	3.27	3.30

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A SATURDAY NIGHT TREAT WITH FRIENDS **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	387	181	166	38	115	53	76	82	88	43	61	222	50	101	4
	26.3	28.2	28.2	16.4	30.8	26.7	27.4	20.6	29.4	37.8	19.0	28.2	18.5	27.9	22.2
4	243	120	92	31	73	33	47	64	28	19	42	143	36	61	-
	16.6	18.7	15.5	13.5	19.6	16.6	17.0	15.9	9.3	17.1	13.1	18.2	13.1	17.0	-
3	340	158	138	44	81	63	64	82	74	19	71	167	82	73	8
	23.2	24.6	23.4	19.2	21.6	31.4	23.0	20.5	24.6	17.1	22.3	21.2	30.1	20.3	44.3
2	181	83	58	37	36	19	31	67	38	16	38	81	48	48	-
	12.3	12.9	9.9	16.1	9.8	9.7	11.3	16.8	12.7	14.4	11.8	10.4	17.6	13.4	-
NOT AT ALL LIKELY (1)	313	100	135	77	67	31	56	105	69	15	107	169	56	77	6
	21.3	15.6	22.8	33.6	18.0	15.5	20.2	26.2	23.0	13.6	33.5	21.5	20.7	21.4	33.5
DON'T KNOW	4	-	1	3	1	-	3	-	3	-	1	4	-	-	-
	0.3	-	0.2	1.3	0.3	-	1.1	-	1.0	-	0.3	0.5	-	-	-
MEAN	3.14	3.31	3.16	2.63	3.36	3.29	3.20	2.88	3.09	3.51	2.72	3.21	2.91	3.17	2.77

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A SATURDAY NIGHT TREAT WITH FRIENDS **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	387	84	14	70	102	58	44	114	73	41	87	30	57
	26.3	22.4	14.6	25.0	27.8	25.5	31.5	26.9	26.1	28.3	28.8	33.7	26.8
4	243	73	22	51	69	39	30	65	41	25	35	11	24
	16.6	19.7	24.0	18.2	18.9	17.4	21.3	15.4	14.5	17.1	11.6	12.2	11.4
3	340	91	19	72	88	57	32	90	69	21	69	13	56
	23.2	24.3	20.2	25.7	24.1	25.2	22.4	21.2	24.5	14.7	22.9	14.3	26.5
2	181	45	15	30	38	24	13	58	36	23	40	24	16
	12.3	11.9	15.9	10.6	10.3	10.8	9.6	13.7	12.8	15.6	13.4	27.1	7.5
NOT AT ALL LIKELY (1)	313	77	23	53	69	48	21	97	62	35	70	11	59
	21.3	20.6	25.2	19.0	18.9	21.1	15.3	22.8	22.1	24.2	23.3	12.6	27.8
DON'T KNOW	4	4	-	4	-	-	-	-	-	-	-	-	-
	0.3	1.1	-	1.4	-	-	-	-	-	-	-	-	-
MEAN	3.14	3.12	2.87	3.20	3.26	3.15	3.44	3.10	3.10	3.10	3.09	3.27	3.02

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** DINNER OUT WITH CHILDREN **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	379	165	214	321	57	31	115	124	59	43	270	109	39	84	181	75
	25.8	22.6	29.0	25.1	32.1	14.3	32.1	31.0	20.6	23.1	29.3	20.0	17.0	17.9	31.9	36.9
4	202	95	107	181	17	28	48	70	30	19	125	75	25	40	99	38
	13.7	12.9	14.5	14.2	9.7	13.1	13.2	17.4	10.5	10.2	13.5	13.8	10.9	8.4	17.5	18.7
3	219	140	79	193	24	20	59	70	38	32	150	69	26	69	93	32
	14.9	19.1	10.8	15.1	13.5	9.2	16.5	17.7	13.1	16.9	16.3	12.6	11.3	14.6	16.3	15.9
2	159	85	74	147	10	30	34	36	36	21	111	48	21	52	66	20
	10.8	11.6	10.0	11.6	5.8	13.9	9.4	9.1	12.6	11.1	12.1	8.8	9.1	11.1	11.6	10.0
NOT AT ALL LIKELY (1)	493	241	252	423	64	99	101	99	121	69	259	234	112	218	125	37
	33.6	33.0	34.1	33.2	35.5	45.8	28.1	24.7	42.1	36.9	28.0	43.0	49.4	46.5	21.9	18.5
DON'T KNOW	17	5	12	11	6	8	3	-	3	3	7	10	5	7	5	-
	1.1	0.7	1.6	0.9	3.3	3.6	0.7	-	1.0	1.9	0.8	1.8	2.3	1.5	0.8	-
MEAN	2.87	2.80	2.94	2.86	2.97	2.34	3.12	3.21	2.54	2.71	3.04	2.58	2.36	2.39	3.26	3.46

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** DINNER OUT WITH CHILDREN **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	379	155	163	59	120	38	69	96	99	28	86	194	86	85	4
	25.8	24.1	27.6	25.6	32.1	19.0	24.8	23.9	32.9	24.4	26.9	24.8	31.7	23.5	22.2
4	202	100	78	24	52	29	45	47	45	22	40	100	44	54	-
	13.7	15.5	13.1	10.5	14.0	14.3	16.2	11.7	14.8	19.5	12.6	12.7	16.0	14.9	-
3	219	116	69	35	66	44	41	55	23	20	34	115	34	58	4
	14.9	18.0	11.7	15.1	17.5	21.9	14.8	13.7	7.8	17.5	10.7	14.7	12.6	16.0	22.9
2	159	73	58	27	38	19	33	50	22	6	46	94	16	45	-
	10.8	11.4	9.8	11.7	10.2	9.3	12.0	12.4	7.1	5.4	14.6	12.0	6.0	12.4	-
NOT AT ALL LIKELY (1)	493	193	219	79	96	70	80	152	104	38	109	271	91	119	6
	33.6	30.0	37.2	34.3	25.6	35.0	28.9	38.0	34.6	33.2	34.1	34.5	33.6	32.8	35.0
DON'T KNOW	17	7	3	6	2	1	9	1	8	-	3	11	-	1	3
	1.1	1.1	0.6	2.8	0.6	0.5	3.3	0.3	2.7	-	1.1	1.4	-	0.4	20.0
MEAN	2.87	2.92	2.84	2.81	3.17	2.73	2.96	2.71	3.04	2.97	2.84	2.81	3.06	2.84	2.68

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** DINNER OUT WITH CHILDREN **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	379	93	20	73	102	65	37	101	75	25	83	26	58
	25.8	24.8	21.3	26.0	27.9	28.6	26.6	23.7	26.9	17.6	27.6	28.4	27.3
4	202	63	22	41	46	23	23	62	36	26	31	14	17
	13.7	16.8	23.7	14.5	12.5	10.1	16.4	14.6	12.8	18.1	10.2	15.2	8.1
3	219	44	10	35	57	24	33	82	58	24	36	10	27
	14.9	11.8	10.3	12.4	15.6	10.8	23.4	19.2	20.5	16.6	12.0	10.7	12.6
2	159	36	15	21	40	24	16	43	24	19	38	4	34
	10.8	9.6	15.9	7.5	11.1	10.7	11.6	10.1	8.4	13.3	12.5	4.6	15.8
NOT AT ALL LIKELY (1)	493	134	27	108	117	86	31	133	84	48	108	36	72
	33.6	36.0	28.7	38.5	32.0	38.2	22.0	31.2	30.1	33.4	35.9	40.0	34.1
DON'T KNOW	17	3	-	3	3	3	-	5	4	1	5	1	4
	1.1	0.8	-	1.1	1.0	1.5	-	1.2	1.3	1.0	1.7	1.1	2.0
MEAN	2.87	2.85	2.93	2.82	2.93	2.80	3.14	2.89	2.98	2.73	2.81	2.87	2.78

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A BUSINESS LUNCH **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
VERY LIKELY (5)	234	126	107	199	34	29	75	74	42	10	159	74	22	63	116	32
	15.9	17.3	14.5	15.6	19.0	13.3	20.8	18.5	14.7	5.4	17.3	13.5	9.8	13.4	20.4	15.7
4	151	83	68	123	24	38	35	56	17	2	70	82	25	56	57	13
	10.3	11.3	9.3	9.6	13.5	17.7	9.6	14.1	6.0	1.1	7.5	15.0	10.8	11.9	10.1	6.4
3	248	140	108	214	31	49	79	86	25	7	142	105	49	52	110	37
	16.9	19.1	14.6	16.8	17.3	22.4	22.0	21.6	8.8	3.8	15.4	19.2	21.3	11.1	19.3	18.5
2	123	73	50	106	16	23	44	33	11	8	74	49	9	36	48	29
	8.4	10.0	6.8	8.3	8.8	10.5	12.3	8.3	3.9	4.1	8.0	9.0	4.1	7.7	8.5	14.5
NOT AT ALL LIKELY (1)	703	306	398	627	70	78	127	149	189	153	474	229	120	259	234	91
	47.9	41.8	53.9	49.1	39.4	36.1	35.2	37.5	65.5	81.6	51.4	42.0	52.6	55.1	41.1	44.8
DON'T KNOW	10	4	6	7	3	-	-	-	3	7	3	7	3	3	4	-
	0.7	0.5	0.9	0.5	1.9	-	-	-	1.0	4.0	0.4	1.3	1.3	0.7	0.7	-
MEAN	2.37	2.52	2.23	2.34	2.63	2.62	2.69	2.68	1.99	1.38	2.31	2.48	2.20	2.20	2.60	2.34

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A BUSINESS LUNCH **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
VERY LIKELY (5)	233	108	105	20	84	43	31	49	56	22	29	138	35	55	5
	15.9	16.8	17.8	8.7	22.4	21.6	11.2	12.1	18.6	19.6	9.0	17.6	12.9	15.1	30.0
4	151	106	37	8	49	25	27	32	35	12	22	78	35	36	1
	10.3	16.5	6.3	3.3	13.0	12.4	9.7	8.1	11.6	10.2	6.9	10.0	12.8	9.9	7.9
3	248	160	78	10	80	41	55	39	60	24	22	112	60	70	-
	16.9	24.8	13.2	4.5	21.3	20.4	19.9	9.6	19.9	21.4	6.8	14.2	22.1	19.4	-
2	123	74	30	19	36	22	20	32	23	2	25	57	29	32	-
	8.4	11.5	5.2	8.0	9.5	11.0	7.1	8.1	7.5	1.8	7.9	7.3	10.5	9.0	-
NOT AT ALL LIKELY (1)	703	195	340	163	126	69	141	245	125	53	218	397	113	169	3
	47.9	30.4	57.6	70.8	33.8	34.6	51.0	61.1	41.4	47.0	68.3	50.5	41.7	46.7	19.3
DON'T KNOW	10	-	-	10	-	-	3	4	3	-	3	3	-	-	7
	0.7	-	-	4.5	-	-	1.1	1.0	1.0	-	1.1	0.4	-	-	42.8
MEAN	2.37	2.78	2.22	1.65	2.81	2.75	2.22	2.01	2.58	2.54	1.79	2.37	2.45	2.38	3.51

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.6 HOW WOULD YOU RATE YOUR LIKLIHOOD OF EATING AT A CASUAL DINING RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** A BUSINESS LUNCH **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
VERY LIKELY (5)	233	43	6	38	57	29	28	76	48	28	56	19	37
	15.9	11.7	6.0	13.5	15.5	12.7	20.2	18.0	17.3	19.3	18.6	20.8	17.6
4	151	34	11	23	42	27	14	40	27	12	36	16	19
	10.3	9.1	11.8	8.3	11.4	12.1	10.3	9.3	9.7	8.6	11.8	18.2	9.1
3	248	68	18	50	57	38	19	68	44	24	53	13	40
	16.9	18.2	19.4	17.8	15.6	16.7	13.9	16.0	15.6	16.7	17.5	14.4	18.8
2	123	34	16	18	27	21	6	34	19	16	27	6	22
	8.4	9.2	17.2	6.5	7.3	9.2	4.3	8.1	6.7	10.8	9.0	6.2	10.3
NOT AT ALL LIKELY (1)	703	190	43	148	176	108	68	207	142	64	130	36	94
	47.9	51.0	45.6	52.8	48.1	47.8	48.6	48.6	50.7	44.5	43.1	40.4	44.2
DON'T KNOW	10	3	-	3	7	3	4	-	-	-	-	-	-
	0.7	0.8	-	1.1	2.0	1.5	2.8	-	-	-	-	-	-
MEAN	2.37	2.21	2.15	2.22	2.38	2.32	2.48	2.40	2.36	2.47	2.54	2.73	2.46

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** FOOD QUALITY **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	421	190	231	360	58	52	101	107	92	59	258	163	73	116	172	61
	28.7	26.0	31.3	28.2	32.3	24.1	28.1	26.9	32.0	31.2	27.9	30.0	32.1	24.6	30.1	30.0
GOOD (3)	824	429	395	724	92	127	195	234	154	108	521	301	127	281	305	111
	56.1	58.6	53.6	56.7	51.5	58.5	54.2	58.8	53.6	57.6	56.5	55.3	56.0	59.8	53.6	54.7
FAIR (2)	199	101	98	175	21	35	58	54	37	14	126	72	21	68	82	28
	13.5	13.8	13.3	13.7	12.0	16.0	16.1	13.5	12.7	7.6	13.7	13.3	9.3	14.4	14.5	13.6
POOR (1)	23	9	13	16	7	3	6	3	4	7	17	6	4	6	10	3
	1.6	1.3	1.8	1.3	3.7	1.5	1.6	0.6	1.3	3.6	1.9	1.1	1.6	1.2	1.8	1.6
DON'T KNOW	2	2	-	1	1	-	-	1	1	-	-	2	2	-	-	-
	0.2	0.3	-	0.1	0.6	-	-	0.3	0.4	-	-	0.4	1.0	-	-	-
MEAN	3.12	3.10	3.14	3.12	3.13	3.05	3.09	3.12	3.17	3.16	3.11	3.15	3.20	3.08	3.12	3.13

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** FOOD QUALITY **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	421	165	187	65	114	56	75	107	95	40	96	267	57	82	8
	28.7	25.7	31.8	28.2	30.6	28.1	27.2	26.6	31.5	35.0	30.2	34.1	21.1	22.6	45.1
GOOD (3)	824	358	320	145	194	114	165	228	151	65	176	423	141	235	4
	56.1	55.7	54.2	62.7	51.9	56.9	59.8	56.9	50.0	57.4	55.4	53.9	51.8	65.0	22.2
FAIR (2)	199	111	71	16	57	28	35	59	54	9	35	86	70	37	1
	13.5	17.3	12.1	7.1	15.1	13.8	12.7	14.6	18.0	7.7	11.0	10.9	25.7	10.3	5.7
POOR (1)	23	7	10	5	9	2	-	6	1	-	11	8	4	8	3
	1.6	1.1	1.7	2.0	2.3	1.2	-	1.5	0.5	-	3.5	1.0	1.3	2.1	20.0
DON'T KNOW	2	1	1	-	-	-	1	1	-	-	-	1	-	-	1
	0.2	0.2	0.2	-	-	-	0.4	0.3	-	-	-	0.1	-	-	7.0
MEAN	3.12	3.06	3.16	3.17	3.11	3.12	3.15	3.09	3.13	3.27	3.12	3.21	2.93	3.08	2.99

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** FOOD QUALITY **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	421	110	28	83	123	70	52	115	79	36	71	26	44
	28.7	29.6	29.5	29.6	33.5	31.1	37.3	27.1	28.2	24.9	23.4	29.2	20.9
GOOD (3)	824	196	52	144	193	118	74	257	171	86	179	52	127
	56.1	52.5	55.9	51.4	52.6	52.4	52.8	60.4	60.9	59.6	59.1	57.4	59.9
FAIR (2)	199	57	11	46	46	34	12	47	26	21	49	11	38
	13.5	15.3	11.7	16.5	12.5	14.9	8.8	11.1	9.2	14.8	16.1	12.3	17.7
POOR (1)	23	9	3	6	5	3	2	6	5	1	3	1	2
	1.6	2.4	2.8	2.2	1.4	1.5	1.1	1.4	1.8	0.7	1.0	1.1	1.0
DON'T KNOW	2	1	-	1	-	-	-	-	-	-	1	-	1
	0.2	0.3	-	0.4	-	-	-	-	-	-	0.4	-	0.6
MEAN	3.12	3.10	3.12	3.09	3.18	3.13	3.26	3.13	3.16	3.09	3.05	3.15	3.01

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** SERVICE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	350	170	180	310	39	35	77	91	84	56	217	133	61	92	140	56
	23.8	23.3	24.4	24.3	21.7	16.3	21.3	22.9	29.1	29.5	23.5	24.4	26.9	19.6	24.6	27.8
GOOD (3)	805	379	426	710	90	127	195	219	158	99	499	305	126	269	312	99
	54.8	51.8	57.8	55.6	50.4	58.5	54.3	54.9	54.8	52.8	54.1	55.9	55.4	57.1	54.8	48.8
FAIR (2)	268	163	105	226	40	45	70	76	44	29	173	95	37	101	93	37
	18.3	22.3	14.2	17.7	22.2	20.8	19.5	19.0	15.3	15.6	18.8	17.4	16.3	21.5	16.4	18.1
POOR (1)	42	16	27	28	9	10	18	10	1	4	32	10	1	8	22	11
	2.9	2.1	3.6	2.2	5.1	4.4	4.9	2.6	0.3	2.1	3.5	1.8	0.5	1.7	3.9	5.4
DON'T KNOW	3	3	-	2	1	-	-	2	1	-	1	2	2	-	1	-
	0.2	0.5	-	0.2	0.6	-	-	0.6	0.4	-	0.1	0.4	1.0	-	0.2	-
MEAN	3.00	2.97	3.03	3.02	2.89	2.87	2.92	2.99	3.13	3.10	2.98	3.03	3.10	2.95	3.00	2.99

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

. (*) ** SERVICE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	350	128	170	50	83	54	72	82	64	31	85	228	38	76	6
	23.8	19.9	28.8	21.9	22.2	26.9	26.0	20.4	21.2	27.0	26.7	29.0	13.9	21.1	34.6
GOOD (3)	805	357	309	136	197	103	160	232	180	63	181	419	140	217	3
	54.8	55.5	52.4	59.1	52.6	51.3	58.0	57.9	59.7	55.8	56.8	53.3	51.7	60.1	16.2
FAIR (2)	268	137	89	42	82	41	37	74	50	16	38	115	83	59	6
	18.3	21.3	15.0	18.0	21.9	20.5	13.4	18.5	16.6	14.1	11.9	14.6	30.5	16.4	35.6
POOR (1)	42	19	21	2	12	3	6	10	8	3	14	22	11	9	1
	2.9	2.9	3.6	1.0	3.3	1.3	2.3	2.5	2.5	3.1	4.5	2.8	3.9	2.4	6.5
DON'T KNOW	3	2	1	-	-	-	1	2	-	-	-	2	-	-	1
	0.2	0.3	0.2	-	-	-	0.4	0.6	-	-	-	0.3	-	-	7.0
MEAN	3.00	2.93	3.07	3.02	2.94	3.04	3.08	2.97	3.00	3.07	3.06	3.09	2.76	3.00	2.85

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** SERVICE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	350	99	26	73	89	47	42	98	71	27	64	19	45
	23.8	26.6	27.8	26.1	24.3	20.9	29.8	23.1	25.4	18.6	21.0	20.9	21.1
GOOD (3)	805	204	54	150	190	114	76	251	161	90	161	50	111
	54.8	54.6	57.7	53.5	51.9	50.4	54.3	59.0	57.4	62.0	53.2	55.7	52.1
FAIR (2)	268	60	12	48	73	54	19	70	45	25	63	20	43
	18.3	16.2	13.2	17.1	19.8	23.9	13.4	16.5	16.0	17.5	20.8	22.3	20.2
POOR (1)	42	9	1	8	15	11	4	6	3	3	13	1	12
	2.9	2.4	1.2	2.8	4.0	4.9	2.5	1.4	1.2	1.8	4.2	1.1	5.5
DON'T KNOW	3	1	-	1	-	-	-	-	-	-	2	-	2
	0.2	0.3	-	0.4	-	-	-	-	-	-	0.8	-	1.2
MEAN	3.00	3.06	3.12	3.03	2.97	2.87	3.11	3.04	3.07	2.97	2.92	2.96	2.90

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** VALUE RECEIVED FOR THE PRICE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	402	181	220	353	46	45	97	122	80	49	267	135	53	119	170	60
	27.3	24.8	29.9	27.7	25.5	20.7	27.1	30.5	27.7	26.2	28.9	24.7	23.2	25.4	29.9	29.5
GOOD (3)	785	404	380	688	86	120	181	211	156	110	478	305	131	244	295	115
	53.4	55.3	51.6	54.0	47.8	55.1	50.4	53.0	54.2	58.7	51.9	56.0	57.4	51.9	51.8	57.0
FAIR (2)	248	124	124	207	42	44	72	57	47	25	157	91	34	101	90	23
	16.9	17.0	16.8	16.2	23.2	20.4	20.0	14.4	16.4	13.4	17.1	16.7	15.1	21.6	15.8	11.3
POOR (1)	24	16	8	22	2	5	9	6	4	-	15	9	6	4	11	2
	1.6	2.2	1.1	1.7	1.2	2.4	2.5	1.4	1.3	-	1.6	1.6	2.8	0.9	1.9	1.1
DON'T KNOW	10	5	5	6	4	3	-	3	1	3	5	5	3	1	4	2
	0.7	0.7	0.6	0.5	2.3	1.4	-	0.7	0.4	1.6	0.5	1.0	1.4	0.2	0.7	1.0
MEAN	3.07	3.04	3.11	3.08	3.00	2.95	3.02	3.13	3.09	3.13	3.09	3.05	3.02	3.02	3.10	3.16

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** VALUE RECEIVED FOR THE PRICE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOVED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	402	194	162	44	121	47	67	105	79	47	93	258	48	88	2
	27.3	30.2	27.5	19.1	32.5	23.5	24.1	26.2	26.2	41.3	29.1	32.8	17.8	24.3	11.7
GOOD (3)	785	335	309	139	167	131	161	209	149	49	181	406	135	215	10
	53.4	52.1	52.4	60.2	44.7	65.5	58.0	52.1	49.4	43.1	57.0	51.7	49.6	59.4	55.6
FAIR (2)	248	101	105	41	73	18	48	77	69	16	39	106	81	50	4
	16.9	15.7	17.9	17.7	19.5	9.0	17.5	19.2	22.8	13.8	12.2	13.5	29.7	13.8	25.7
POOR (1)	24	12	10	1	11	3	1	6	2	-	6	10	5	9	-
	1.6	1.9	1.8	0.5	2.8	1.5	0.4	1.4	0.8	-	1.7	1.3	1.7	2.6	-
DON'T KNOW	10	1	3	6	2	1	-	4	3	2	-	6	3	-	1
	0.7	0.2	0.6	2.5	0.5	0.5	-	1.1	0.9	1.8	-	0.7	1.1	-	7.0
MEAN	3.07	3.11	3.06	3.00	3.07	3.12	3.06	3.04	3.02	3.28	3.13	3.17	2.85	3.05	2.85

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** VALUE RECEIVED FOR THE PRICE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN -TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	402	114	31	82	82	47	35	120	78	42	85	30	55
	27.3	30.5	33.6	29.5	22.5	21.0	24.9	28.2	27.9	28.9	28.3	33.2	26.2
GOOD (3)	785	193	38	155	215	132	84	233	164	69	142	36	106
	53.4	51.7	40.9	55.3	58.7	58.3	59.4	54.9	58.5	47.9	46.9	40.0	49.9
FAIR (2)	248	58	18	40	60	40	19	59	30	29	72	24	48
	16.9	15.6	19.5	14.3	16.3	17.9	13.9	13.8	10.7	19.7	23.7	26.8	22.4
POOR (1)	24	6	6	-	8	5	3	8	5	3	2	-	2
	1.6	1.5	6.1	-	2.2	2.4	1.8	1.9	1.8	2.1	0.7	-	1.0
DON'T KNOW	10	3	-	3	1	1	-	5	3	2	1	-	1
	0.7	0.7	-	1.0	0.3	0.5	-	1.2	1.1	1.4	0.4	-	0.6
MEAN	3.07	3.12	3.02	3.15	3.02	2.98	3.07	3.11	3.14	3.05	3.03	3.06	3.02

THE GALLUP ORGANIZATION,INC.
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OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** DECOR OR ATMOSPHERE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	258	122	136	219	38	30	43	70	77	31	165	93	30	70	114	43
	17.6	16.7	18.4	17.1	21.4	13.9	12.1	17.7	26.6	16.7	17.9	17.0	13.4	15.0	20.0	21.4
GOOD (3)	802	393	409	706	90	125	190	213	153	115	503	297	141	265	293	103
	54.6	53.7	55.4	55.3	50.4	57.7	53.0	53.3	53.2	61.2	54.5	54.5	62.1	56.4	51.4	50.9
FAIR (2)	359	197	162	310	42	54	104	100	56	39	214	144	52	120	143	43
	24.4	26.9	21.9	24.3	23.5	25.1	29.0	25.2	19.5	21.0	23.2	26.5	23.1	25.5	25.1	21.4
POOR (1)	46	16	30	37	7	7	19	15	1	1	38	8	1	14	18	13
	3.1	2.2	4.1	2.9	4.1	3.3	5.4	3.8	0.3	0.6	4.1	1.5	0.4	2.9	3.2	6.3
DON'T KNOW	4	3	1	3	1	-	2	-	1	1	2	2	2	1	1	-
	0.3	0.5	0.2	0.3	0.7	-	0.6	-	0.4	0.6	0.2	0.4	1.0	0.2	0.2	-
MEAN	2.87	2.85	2.88	2.87	2.90	2.82	2.72	2.85	3.06	2.95	2.87	2.87	2.89	2.84	2.88	2.87

THE GALLUP ORGANIZATION,INC.
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Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** DECOR OR ATMOSPHERE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	258	103	116	38	60	39	59	58	60	27	48	167	33	53	3
	17.6	16.0	19.6	16.4	16.0	19.4	21.2	14.5	20.0	24.0	15.2	21.2	12.0	14.8	17.4
GOOD (3)	802	303	346	150	176	109	137	243	151	66	190	438	110	231	5
	54.6	47.1	58.7	64.9	47.0	54.6	49.5	60.7	50.0	58.2	59.7	55.8	40.6	63.9	30.5
FAIR (2)	359	206	118	35	116	48	75	90	73	19	69	171	102	69	7
	24.4	32.0	19.9	15.4	31.0	23.8	27.2	22.4	24.3	16.7	21.8	21.7	37.5	19.2	38.6
POOR (1)	46	29	8	8	21	4	6	7	16	1	10	10	24	8	1
	3.1	4.5	1.4	3.4	5.7	1.8	2.1	1.8	5.4	1.1	3.3	1.2	8.7	2.1	6.5
DON'T KNOW	4	2	2	-	1	1	-	2	1	-	-	-	3	-	1
	0.3	0.3	0.4	-	0.3	0.5	-	0.6	0.4	-	-	-	1.2	-	7.0
MEAN	2.87	2.75	2.97	2.94	2.74	2.92	2.90	2.88	2.85	3.05	2.87	2.97	2.57	2.91	2.63

THE GALLUP ORGANIZATION,INC.
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Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** DECOR OR ATMOSPHERE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	258	60	19	41	48	30	18	83	48	35	67	26	41
	17.6	16.1	19.9	14.8	13.2	13.3	13.0	19.5	17.2	24.1	22.1	28.9	19.1
GOOD (3)	802	230	51	179	213	135	78	223	157	67	133	42	92
	54.6	61.7	54.8	64.0	58.1	59.9	55.3	52.6	55.9	46.1	44.1	46.4	43.1
FAIR (2)	359	76	21	55	91	48	43	104	64	40	88	18	69
	24.4	20.4	23.0	19.6	24.8	21.4	30.3	24.4	22.8	27.5	29.0	20.2	32.7
POOR (1)	46	6	2	4	14	12	2	13	9	3	13	4	9
	3.1	1.5	2.3	1.3	3.9	5.4	1.4	3.0	3.3	2.3	4.4	4.4	4.4
DON'T KNOW	4	1	-	1	-	-	-	2	2	-	1	-	1
	0.3	0.3	-	0.4	-	-	-	0.5	0.8	-	0.4	-	0.6
MEAN	2.87	2.93	2.92	2.93	2.81	2.81	2.80	2.89	2.88	2.92	2.84	3.00	2.77

THE GALLUP ORGANIZATION,INC.
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Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** OVERALL EXPERIENCE **

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MARRIED	NOT MARRIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	920	480	440	787	124	122	232	289	165	102	584	335	138	291	354	137
WEIGHTED BASE	1469	731	737	1276	179	217	359	399	288	188	922	545	227	470	569	202
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING																
EXCELLENT (4)	285	130	155	250	34	30	57	75	73	44	177	109	46	80	121	38
	19.4	17.8	21.0	19.6	19.2	13.6	15.9	18.9	25.5	23.4	19.1	20.0	20.4	17.1	21.2	18.9
GOOD (3)	932	470	462	815	108	135	244	255	171	119	585	346	151	303	341	137
	63.4	64.3	62.6	63.9	60.3	62.2	67.8	64.0	59.2	63.0	63.4	63.4	66.4	64.4	59.9	67.9
FAIR (2)	229	119	111	195	31	46	51	65	41	24	146	83	26	85	96	22
	15.6	16.2	15.0	15.3	17.1	21.3	14.2	16.3	14.4	12.9	15.9	15.2	11.2	18.1	16.9	11.1
POOR (1)	20	10	10	14	6	6	8	2	1	1	15	5	2	2	11	4
	1.4	1.3	1.4	1.1	3.5	2.9	2.2	0.6	0.5	0.6	1.6	1.0	0.9	0.4	2.0	2.1
DON'T KNOW	2	2	-	2	-	-	-	1	1	-	-	2	2	-	-	-
	0.2	0.3	-	0.2	-	-	-	0.3	0.4	-	-	0.4	1.0	-	-	-
MEAN	3.01	2.99	3.03	3.02	2.95	2.87	2.97	3.01	3.10	3.09	3.00	3.03	3.07	2.98	3.00	3.04

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** OVERALL EXPERIENCE **

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	920	461	351	104	257	132	181	229	188	68	181	485	181	229	9
WEIGHTED BASE	1469	643	590	231	374	200	277	401	301	114	318	786	271	361	17
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING															
EXCELLENT (4)	285	119	126	39	73	40	54	70	67	23	66	198	29	52	3
	19.4	18.5	21.3	17.1	19.6	19.9	19.5	17.4	22.1	19.9	20.7	25.2	10.8	14.4	17.4
GOOD (3)	932	398	373	158	219	135	183	262	173	81	206	488	150	261	7
	63.4	62.0	63.3	68.4	58.5	67.7	66.1	65.3	57.4	71.4	64.6	62.2	55.4	72.2	38.3
FAIR (2)	229	119	80	30	74	21	40	63	60	10	39	89	88	42	7
	15.6	18.5	13.6	13.0	19.8	10.4	14.5	15.8	20.0	8.7	12.3	11.3	32.6	11.5	37.3
POOR (1)	20	7	9	3	8	4	-	5	1	-	8	11	3	6	-
	1.4	1.1	1.5	1.5	2.1	2.0	-	1.2	0.5	-	2.5	1.4	1.2	1.6	-
DON'T KNOW	2	-	2	-	-	-	-	1	-	-	-	-	-	1	1
	0.2	-	0.4	-	-	-	-	0.3	-	-	-	-	-	0.3	7.0
MEAN	3.01	2.98	3.05	3.01	2.96	3.05	3.05	2.99	3.01	3.11	3.04	3.11	2.76	3.00	2.79

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.7 HOW WOULD YOU RATE YOUR RECENT DINNER EXPERIENCE AT A CASUAL RESTAURANT FOR (*)
BASED ON PATRONIZERS OF A CASUAL RESTAURANT

(*) ** OVERALL EXPERIENCE **

	REGION												
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	920	227	55	172	227	138	89	275	182	93	190	48	142
WEIGHTED BASE	1469	373	93	280	366	226	141	425	280	145	302	90	212
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RATING													
EXCELLENT (4)	285	89	20	69	62	39	23	73	49	24	62	22	40
	19.4	23.8	21.6	24.6	16.8	17.3	16.1	17.2	17.6	16.4	20.4	24.3	18.8
GOOD (3)	932	226	60	167	248	154	94	289	197	91	167	41	125
	63.4	60.7	63.9	59.7	67.7	68.2	67.0	67.9	70.3	63.3	55.1	45.9	59.0
FAIR (2)	229	54	12	42	51	29	22	54	26	28	70	27	43
	15.6	14.5	13.3	14.9	14.0	12.8	15.8	12.8	9.2	19.6	23.0	29.8	20.2
POOR (1)	20	4	1	2	5	4	2	8	7	1	3	-	3
	1.4	0.9	1.2	0.9	1.5	1.7	1.1	1.9	2.5	0.7	1.0	-	1.4
DON'T KNOW	2	-	-	-	-	-	-	1	1	-	1	-	1
	0.2	-	-	-	-	-	-	0.2	0.4	-	0.4	-	0.6
MEAN	3.01	3.07	3.06	3.08	3.00	3.01	2.98	3.01	3.04	2.95	2.95	2.95	2.96

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.8 DO YOU ENJOY GOING OUT TO DINNER AT A CASUAL RESTAURANT MORE, LESS OR ABOUT AS MUCH AS GOING TO A FINE DINING RESTAURANT?
BASED ON TOTAL RESPONDENTS

		SEX		RACE		AGE					MARITAL STATUS		NUMBER OF PEOPLE IN HOUSEHOLD			
	TOTAL	MEN	WOMEN	WHITE	NON-WHITE	18-24	25-34	35-49	50-64	65+	MAR-RIED	NOT MAR-RIED	1	2	3-4	5 OR MORE
TOTAL RESPONDENTS	1000	505	495	847	144	130	247	302	180	128	628	371	159	320	373	148
WEIGHTED BASE	1607	773	834	1382	211	234	381	417	311	242	994	612	266	516	605	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFERANCE																
MORE	800	425	375	706	85	109	193	204	172	110	516	284	129	257	316	98
	49.8	55.0	44.9	51.1	40.4	46.7	50.7	49.0	55.2	45.5	51.9	46.4	48.4	49.8	52.2	44.6
LESS	294	139	154	235	59	61	76	82	47	27	157	136	43	97	104	50
	18.3	18.0	18.5	17.0	27.8	25.9	19.9	19.6	15.0	11.2	15.8	22.2	16.1	18.8	17.1	22.8
ABOUT AS MUCH	374	160	214	334	37	48	89	115	73	41	250	122	56	113	149	55
	23.3	20.7	25.6	24.1	17.6	20.5	23.3	27.5	23.6	16.8	25.2	20.0	21.1	22.0	24.7	24.9
RARELY/ NEVER EAT OUT AT EITHER TYPE	106	35	71	74	30	14	11	11	17	51	49	57	31	33	31	11
	6.6	4.5	8.5	5.4	14.2	6.0	3.0	2.6	5.5	21.0	4.9	9.3	11.8	6.4	5.1	4.9
DON'T KNOW	34	14	20	33	-	2	12	5	2	13	22	13	7	16	6	6
	2.1	1.9	2.4	2.4	-	0.9	3.1	1.3	0.7	5.5	2.2	2.1	2.6	3.0	1.0	2.8

THE GALLUP ORGANIZATION,INC.
GO89252 TABLESERVICE RESTAURANTS
OCT 1989

Q.8 DO YOU ENJOY GOING OUT TO DINNER AT A CASUAL RESTAURANT MORE, LESS OR ABOUT AS MUCH AS GOING TO A FINE DINING RESTAURANT?
BASED ON TOTAL RESPONDENTS

		EDUCATION			INCOME				WOMENS' EMPLOYMENT STATUS			ENJOY CASUAL VS.FINE DINING			
	TOTAL	COL-LEGE	H.S. GRAD	NON-H.S. GRAD	$40K+	$30K-$39.9K	$20K-$29.9K	<$20K	FULL TIME	PART TIME	NOT EMP-LOYED	MORE	LESS	ABOUT AS MUCH	RARELY/ NEVER EAT OUT
TOTAL RESPONDENTS	1000	481	387	127	262	138	194	265	207	71	213	494	197	236	56
WEIGHTED BASE	1607	669	650	282	380	212	298	471	335	117	376	800	294	374	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFERANCE															
MORE	800	314	342	138	171	113	162	234	143	52	178	800	-	-	-
	49.8	46.9	52.6	49.2	45.0	53.1	54.5	49.6	42.8	44.6	47.3	100.0	-	-	-
LESS	294	169	96	27	99	46	44	72	78	26	50	-	294	-	-
	18.3	25.3	14.7	9.7	26.0	21.4	14.8	15.4	23.3	22.2	13.3	-	100.0	-	-
ABOUT AS MUCH	374	160	165	49	99	45	72	98	84	36	92	-	-	374	-
	23.3	23.9	25.4	17.4	25.9	21.1	24.3	20.8	25.1	30.3	24.5	-	-	100.0	-
RARELY/ NEVER EAT OUT AT EITHER TYPE	106	12	37	57	3	3	18	56	22	1	45	-	-	-	106
	6.6	1.9	5.6	20.2	0.7	1.4	6.0	11.9	6.6	0.9	12.1	-	-	-	100.0
DON'T KNOW	34	14	11	10	9	6	1	11	7	2	10	-	-	-	-
	2.1	2.1	1.6	3.6	2.4	2.9	0.3	2.3	2.1	2.0	2.8	-	-	-	-

THE GALLUP ORGANIZATION,INC.
G089252 TABLESERVICE RESTAURANTS
OCT 1989

Q.8 DO YOU ENJOY GOING OUT TO DINNER AT A CASUAL RESTAURANT MORE, LESS OR ABOUT AS MUCH AS GOING TO A FINE DINING RESTAURANT?
BASED ON TOTAL RESPONDENTS

		REGION											
		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	TOTAL	NEW ENG-LAND	MID ATL-ANTIC	TOTAL	EAST CEN-TRAL	WEST CEN-TRAL	TOTAL	SOUTH -EAST	SOUTH -WEST	TOTAL	ROCKY MOUN-TAIN	PA-CIFIC
TOTAL RESPONDENTS	1000	247	57	190	245	153	92	307	204	103	200	51	149
WEIGHTED BASE	1607	410	96	313	398	252	146	479	316	163	319	97	222
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFERANCE													
MORE	800	191	41	150	209	127	82	235	155	80	163	52	110
	49.8	46.6	42.4	47.9	52.5	50.4	56.2	49.1	49.1	49.2	50.9	54.1	49.5
LESS	294	82	27	55	70	39	31	80	56	24	61	15	47
	18.3	20.1	28.1	17.7	17.7	15.6	21.3	16.6	17.6	14.7	19.2	15.1	20.9
ABOUT AS MUCH	374	103	28	75	83	57	26	112	66	47	75	23	52
	23.3	25.2	29.5	23.9	20.8	22.7	17.6	23.5	20.8	28.7	23.5	23.9	23.3
RARELY/ NEVER EAT OUT AT EITHER TYPE	106	25	-	25	31	23	7	35	23	12	15	6	9
	6.6	6.1	-	8.0	7.7	9.3	4.9	7.4	7.4	7.4	4.7	5.8	4.2
DON'T KNOW	34	8	-	8	5	5	-	16	16	-	6	1	5
	2.1	1.9	-	2.5	1.2	2.0	-	3.4	5.1	-	1.8	1.0	2.1

TECHNICAL APPENDIX

COMPOSITION OF THE SAMPLE

	Percent
Sex	
Male	48.1
Female	51.9
	100.0 %
Age	
18-24 years	14.6
25-34 years	23.7
35-49 years	25.9
50-64 years	19.4
65 and older	15.1
Undesignated	1.3
	100.0%
Annual Household Income	
$40,000 and over	23.6
$30,000-$39,999	13.2
$20,000-$29,999	18.5
Under $20,000	29.3
Undesignated	15.4
	100.0%
Education	
College	41.6
High school graduate	40.4
Less than high school graduate	17.5
Undesignated	0.5
	100.0%
Region	
East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia, District of Columbia	25.5
Midwest: Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota,	24.8

Nebraska, Kansas

South: Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas	29.8
West: Montana, Arizona, Colorado, Idaho, Wyoming, Utah, Nevada, New Mexico, California, Oregon, Washington	19.9
	100.0 %

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2. Now I would like to ask you several questions about two different tynes of tableservice restaurants, a fine dining restaurant where the per person dinner check is $20.00 or more and a casual restaurant where the per person check ranges from $8.00 up for dinner. First, lets talk about the fine dining restaurant. In addition to the $20.00 or more dinner check, in this type of restaurant the waiters serve elaborate meals which you would not be likely to prepare at home. This formal type of restaurant's dress code requires a jacket and tie for male patrons. This restaurant usually serves alcoholic beverages and accepts credit cards. About how often do you usually eat out at a fine dining tableservice restaurant? **(READ 1-8)**

1	Once a week or more	
2	2 - 3 times a month	
3	About once a month	
4	Once every few months	
5	Once every six months	
6	Once a year	
7	Less often than once a year, or	- GO TO Q. 5
8	Never	
y	Don't know	

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3. How likely would you be to go to a fine dining restaurant on each of the following occasions. Using a scale of 1 to 5 where "five" means that you are very likely and "one" means that you are not likely at all, how would you rate your likelihood of eating at a fine dining restaurant for . . . (READ a-e, START AT X)

		Very Likely				Not At All Likely	DK
a.	Your birthday celebration dinner	5	4	3	2	1	y
b.	A dinner out with spouse or friend instead of cooking at home	5	4	3	2	1	y
c.	A Saturday night treat with friends	5	4	3	2	1	y
d.	Dinner out with children	5	4	3	2	1	y
e.	A business lunch	5	4	3	2	1	y

4. Please rate your most recent dinner experience at a fine dining restaurant in terms of excellent, good, fair and poor for the following attributes. (READ a-e, START AT X)

		Excellent	Good	Fair	Poor	Don't Know
a.	Food quality	4	3	2	1	y
b.	Service	4	3	2	1	y
c.	Value received for the price	4	3	2	1	y
d.	Decor or atmosphere	4	3	2	1	y
e.	Overall experience	4	3	2	1	y

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5. The second type of tableservice restaurant that I would like to ask you about is a casual one where waiters and waitresses serve a wide variety of menu items in an informal, relaxed atmosphere. There is no dress code. Depending on whether a customer orders a full meal, a sandwich or salad, per person check ranges from $8.00 up for dinner. This restaurant usually serves alcoholic beverages and accepts credit cards. About how often do you usually eat out at a casual tableservice restaurant? (READ 1-8)

1 Once a week or more

2 2 - 3 times a month

3 About once a month

4 Once every few months

5 Once every six months

6 Once a year

7 Less often than once a year, or

8 Never

y Don't know

- GO TO Q. 8

6. How likely would you be to go to a casual restaurant on each of the following occasions. Using a scale of 1 to 5 where "five" means that you are very likely and "one" means that you are not likely at all, how would you rate your likelihood of eating at a casual restaurant for . . . (READ a-e, START AT X)

	Very Likely			Not At All Likely		DK
a. Your birthday celebration dinner	5	4	3	2	1	y
b. A dinner out with spouse or friend instead of cooking at home	5	4	3	2	1	y
c. A Saturday night treat with friends	5	4	3	2	1	y
d. Dinner out with children	5	4	3	2	1	y
e. A business lunch	5	4	3	2	1	y

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7. Please rate your most recent dinner experience at a casual restaurant in terms of excellent, good, fair and poor for the following attributes. **(READ a-e; START AT X)**

		Excellent	Good	Fair	Poor	Don't Know
a.	Food quality	4	3	2	1	y
b.	Service	4	3	2	1	y
c.	Value received for the price	4	3	2	1	y
d.	Decor or atmosphere	4	3	2	1	y
e.	Overall experience	4	3	2	1	y

8. Do you enjoy going out to dinner at a casual restaurant more, less or about as much as going to a fine dining restaurant?

1 More

2 Less

3 About as much

0 Rarely/Never eat out at either type

y Don't know

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We're glad you're here!™

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